

Course Code	MB18SM01	Course Name	<b>Strategic Management of Services</b>	Course Category	E	Elective Course			
						L	T	P	C
						2	0	2	3

Pre-requisite Courses		Co-requisite Courses		Progressive Courses	
Course Offering Department	MB.A	Data Book / Codes/Standards			

Course Learning Rationale (CLR):	<i>The purpose of learning this course is to:</i>	Learning	Program Learning Outcomes (PLO)							
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CLR-1:	<i>To explore the basic knowledge on services economy and internationalization of services.</i>	1	2	3	1	2	3	4	5	6	7	8
CLR-2:	<i>To Understand and incorporate the pricing strategies in the competitive scenario.</i>	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultured understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	PSO - 1	PSO - 2	PSO - 3
CLR-3:	<i>To conceptualize the importance of ServQual, service system design and service failures.</i>											
CLR-4:	<i>To design strategies on capacity planning and supply chain Management.</i>											
CLR-5:	<i>To gain knowledge on the various services firms and strategies related to services innovation.</i>											

Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	Business Environment & Domain Knowledge (BEDK)	Critical Thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Global Exposure and Cross-cultured understanding (GECCU)	Social Responsiveness and Ethics (SRE)	Effective Communication (EC)	PSO - 1	PSO - 2	PSO - 3
CLO-1:	<b>Learn about services economy and service strategy</b>	3	50	75	H	M	H	M	H			
CLO-2:	<b>Understand pricing mechanisms in service sector</b>	5	60	70	M	H	H	M	M			
CLO-3:	<b>Knowledge of service system design and service quality dimensions</b>	6	55	70	M	H	M	H	H			
CLO-4:	<b>Learn capacity planning strategies</b>	4	65	60	H	M	H	M	H			
CLO-5:	<b>Know the growth strategies of service firms</b>	2	70	55	H	M	H	M	M			

Duration (hour)		9	9	9	9	9
S-1	SLO-1	<i>Introduction to services economy</i>	<i>Pricing in Services</i>	<i>Service Quality</i>	<i>Capacity Planning</i>	<i>Service sectors</i>
	SLO-2					
S-2	SLO-1	<i>Nature of Services</i>	<i>Objectives &amp; Types of Pricing</i>	<i>Dimensions</i>	<i>Types of capacity planning</i>	<i>Case Study</i>
	SLO-2					
S-3	SLO-1	<i>Services Management</i>	<i>Types of Pricing</i>	<i>ServQual Model</i>	<i>Capacity requirement planning process</i>	<i>Issues in Healthcare</i>
	SLO-2					
S-4	SLO-1	<i>Service Concept</i>	<i>Policies involved in Pricing</i>	<i>Gaps in service quality</i>	<i>Capacity planning strategies</i>	<i>Issues in IT services</i>

	SLO-2					
S-5	SLO-1	<i>Servitization</i>	<i>Competitive situations</i>	<i>Service system design</i>	<i>Types of strategies</i>	<i>Issues in rural services</i>
	SLO-2	<i>Manufacturing firms</i>				
S-6	SLO-1	<i>Growth path for manufacturing firms</i>	<i>Pricing Strategies</i>	<i>Case Study</i>	<i>Types of strategies</i>	<i>Issues in NGOs</i>
	SLO-2					
S-7	SLO-1	<i>Service Internationalization</i>	<i>Pricing Strategies</i>	<i>Position of Services</i>	<i>Managing supply chain in services</i>	<i>Service Innovation</i>
	SLO-2					
S-8	SLO-1	<i>Service Vision and Strategy</i>	<i>Assignment</i>	<i>Service Failures</i>	<i>Case Study</i>	<i>Growth strategies for service firms</i>
	SLO-2					
S-9	SLO-1	<b>Case Study</b>	<b>Case Study</b>	<b>MCQ</b>	<b>Assignment</b>	<b>Revision</b>
	SLO-2					

<b>Learning Resources</b>	<i>Services Marketing: People, Technology, Strategy, Lovelock, Chatterjee, Pearson Publications, 7<sup>th</sup> Edition, 2011.</i>	3. Steven J. Stowell and Stephanie S. Mead "The Art of Strategic Leadership: How leaders at all levels prepare", John Wiley & Sons, 2017. 4. Thomas L. Wheelen and J. David Hunger, Concepts of strategic management and business policy, Pearson, 2010.
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<b>Learning Assessment</b>											
	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (15%)		CLA – 3 (15%)		CLA – 4 (10%)#		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember	20	10	25	5	30	0	35	5	30	0
Level 2	Understand	30	10	35	5	40	0	30	0	40	0
	Apply										
Level 3	Analyze	20	10	25	5	30	0	30	0	30	0
	Evaluate										
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

# CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

<b>Course Designers</b>		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
<i>Mr. Sasi Kumar – Managing Director- SALCOMP INDIA LTD</i>	<i>Dr. Reeves Wesley- Professor- VIT, Chennai</i>	<i>Dr. Priya Xavier – Assistant Professor</i>
<i>Mr. Claudios – Managing Director -WOORY AUTO LTD</i>	<i>Dr. Upam Pushpak, IIM Tiruchirapalli</i>	<i>Dr.P.S. Rajeswari – Head General Management</i>