

JYOTI NIVAS COLLEGE AUTONOMOUS

Programme: B.Com. LSCM

Semester: V

SUPPLY CHAIN MANAGEMENT FOR SERVICE INDUSTRY

No. of Credits:4

No. of Hours: 60

Course Objectives:

- To understand core concepts of services and their economic role.
- To apply services marketing and supply chain strategies.
- To analyze service processes, people and technology.
- To evaluate service quality, performance, and management strategies.

Learning Outcomes:

- To understand Global and Indian Scenario in service sector.
- To associate Services Marketing Mix and life cycle
- To understand Service Process Enablers and managerial challenges
- To apply Sourcing strategy and the associated costing and revenue management aspects
- To appraise Service Quality & Supply Chain Performance Measurement

Unit- 1: Introduction to Services

12 HOURS

Nature of Services; Characteristics of Services – Intangibility, Inconsistency, Inseparability, and Inventory; Search, Experience and Credence Attributes; Classification of Services; Consumer versus Industrial Services.

Global and Indian Scenario in services sector: Importance of Services Marketing; Every business a service business; Service as key differentiator for manufacturing industries, Overview of Service Industry.

Unit-2: Supply Chain Services

13 HOURS

Introduction to the 7 Ps of Services Marketing Mix; Product-Service, Continuum; Standalone service Products; Service products bundled with tangible products; Service Life Cycle. Management Components of SCM in services.

Procurement and Distribution: Procurement and Distribution Strategies for Services; Challenges in Procurement and Distribution of Services; Role of Internet in Procurement and Distribution of Services.

Unit- 3: Service Process Enablers

13 HOURS

Human Resource Factor: The key role of service employees in a service business; Service profit chain, Concept of Service encounter – Moment of Truth; Training and development of employees; Motivation and empowerment

Service as Process: Service as a process & as a system - Different process aspects and managerial challenges - Strategies for managing inconsistency – Customer role in services - Customers as ‘co-producers’; Self Service Technologies, – Customer Service in Service Marketing, B2B model; **Customer Journey Mapping.**

Unit- 4: Service Strategy

**12
HOURS**

Sourcing strategy- The Role of Sourcing in Supply Chain, Supplier Scoring & Assessment, Sourcing Planning & Analysis, Making Sourcing decisions in Practice.

Costing and Revenue Management Strategy; Applying technology to service settings, e-services. Strategic Sourcing Services- concepts, competitive advantages, process, strategic sourcing vs procurement

Unit- 5: Service Quality & Supply Chain Performance Measurement

**10
HOURS**

Monitoring and Measuring customer satisfaction, Order taking and fulfilment; Service Guarantee - Handling complaints effectively; Defects, Failures and Recovery. Concept and Importance of quality in Services; How customers evaluate service performance, Service Quality Models; Supply Chain Performance Measurement. Qualitative and Quantitative Measures. Suppliers Quality Management System (QMS)- Concept, tools to measure supplier's service quality; Customer Support Matrices, Service Consistency; Process Reliability, Delivery Schedules.

Skill Development Activities:

- Draw a chart showing the 7 Ps of Services Marketing Mix
- List out some of the e-services provided in the retail Supply chains.
- Develop a Service Quality Model for any one service of your choice.
- Identify a few services rendered in other countries except India.

Books for References:

- Supply Chain Management -Sunil Chopra & Peter Meindl (PHI).
- Essentials of Supply Chain Management -Dr. R.P Mohanty &Dr. S.G. Deshmukh, Jaico student edition.
- David N, Burt, Donald W. Dobler, Stephen L. Starling, "World Class Supply Management- A Key to Supply Chain Management", Tata McGraw Hill Publishing Company Ltd., New Delhi
- Rahul V Altekar, "Supply Chain Management- Concepts and Cases", Prentice Hall of India Pvt. Ltd

Note: Latest edition of text books may be used.