



MANAGING SERVICES

PROF. JAYANTA CHATTERJEE

Department of Industrial and Management Engineering
IIT Kanpur

INTENDED AUDIENCE: BBA/ MBA students and Working Executives in Service Industries

INDUSTRY SUPPORT : Tourism, Hospitality, Healthcare, Retail, Media, Entertainment and E-Service organisations

COURSE OUTLINE

Service is the key economic engine for most developed countries and also for emerging economies like India. This course focuses on the interdisciplinary nature of Service Management seamlessly spanning Marketing, Operations, Technology and People Management. New Service Business Models will be explored that seek to balance People, Planet concerns with Profit objectives.

ABOUT INSTRUCTOR

Prof. Jayanta Chatterjee is an Adjunct Senior Professor of Marketing, Sales and Strategy in the Department of Industrial and Management Engineering at IIT Kanpur. An Electrical Engineering graduate from Jadavpur University, M.Tech and PhD from IIT Delhi, Prof. Chatterjee has eighteen years of Management teaching experience in India and abroad and 30 years of hands on management experience in different countries. He has risen through Sales, Marketing, Project Management, Technology and Business development functions in top multinationals like Siemens, Allen Bradley, and Rockwell International to CEO and Executive Director positions. He has founded two successful start-ups and mentored many. His earlier courses on Marketing Management I and II, Strategic marketing and Managing Services on NPTEL are well subscribed. The book on Services marketing co-authored by Prof Chatterjee and published by Pearson India is also well known.

COURSE PLAN :

Week 1 What is Service?, Evolving Service Markets, The Service Customers, Product Service Systems, The Service Act, Seamless Service

Week 2 Service Management Elements, Core Vs. Supplementary Services, Intangibility of Services, Response to IHIP Challenges/Process & Promotion/Process Issues in Service

Week 3 Challenges of Services-1/Service Uniqueness-2/Consumer in the Services Flow-1/Service Consumer Behaviour-2/Customer Co Creation of Services-1/Customer Co Creation of Services-2

Week 4 Positioning the Service Offering, Important Vs. Determinant attributes, Positioning & Brand Creation, Positioning Maps, Designing & Managing Service as a Process, Balancing Demand & Capacity

Week 5 Service Logistics & Service Channels, E-Services, Service Failure, Service & the New Media, Service Recovery, Integrating People & Process for Service Leadership,

Week 6 Pricing Fundamentals, Pricing Fundamentals, Service Pricing, Service Pricing, Revenue Management, Revenue Management

Week 7 Managing Service Productivity, Developing the Relation Focused Service Excellence
Customer as Co-creator.

Week 8 Service Entrepreneurs, Service Professionals, Service Business Models, Service Globalization, Creating Customer focused Service Leadership