COURSE OBJECTIVES

To provide students with an understanding of operations management in services. To learn tools for resource planning, influencing customer behavior, managing quality & recovery, and improving profits in service firms. To utilize analytic tools and an integrated viewpoint towards managing service firms.

KEY CONCEPTS

- **Service Management Issues**
  - Nature of Services
  - Service Process Design
  - Managing Customer Behavior
- **Managing Demand & Resources**
  - Queueing
  - Capacity Management
- **Managing Quality**
  - Empowering Frontline Workers
  - Service Recovery
  - Statistical Process Control
- **Evaluating Productivity**
  - Data Envelopment Analysis
- **Pricing Theory**
  - Demand Models
- **Pricing & Revenue Optimization**
  - Markdown Management
  - Quantitative Demand Models
  - Consumer Choice Models
  - Capacity Control
  - Capacity Control with Demand Uncertainty