

FALL
2025

DATA SCIENCES + OPERATIONS

DSO 582

**SERVICE MANAGEMENT:
ECONOMICS AND OPERATIONS**

Wednesday / 6:30–9:30 PM
ONLINE COURSE

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WHY TAKE THIS COURSE?



The service sector dominates the global economy (75% of GDP & 80% of jobs). In addition to the 'pure' service sector (hotels, hospitals, airlines, retail), many manufacturing businesses, facing commoditization, are seeking to differentiate through service.

Aspiring general management professionals, business change agents, entrepreneurs, and management consultants are realizing that service management expertise is considered a pre-requisite for senior leadership roles.

Class is led by someone with vast experience in services leadership in varied organizations & leading service brands, bringing a truly multi-disciplinary lens (marketing, operations, HR, technology) to address real-world service challenges.

COURSE OBJECTIVES

To provide the analytical tools and integrated viewpoint needed for managing service firms. Considerable attention is placed on the economics of service firms, e.g., how to set & update pricing and product availability across various selling channels to maximize profitability.



KEY CONCEPTS



- Service Strategy
- Influencing Customer Behavior
- Managing Service Quality
- Service Recovery
- Yield Management
- Efficient Service Delivery
- Effective Resource Planning
- Employee Engagement
- Pricing Theory
- Revenue Maximization

Course Description



Service management emphasizes delivering high-quality customer experiences: essential for brand loyalty and business growth. Many successful businesses differentiate themselves through exceptional service (e.g., Amazon, Apple, Nordstrom, Four Seasons, Zappos), and turn service innovation into a sustained competitive advantage. Learning service operations, process optimization, and technology integration helps businesses streamline costs while improving service quality.

In today's digital economy, most service impressions are made and/or wrecked online or virtually. Communicating virtually and managing effective digital conversations is key to setting and managing service expectations.

We will study examples from industries such as healthcare, information-based services, financial services, restaurants, retail, transportation and e-commerce to learn how "service distinction" can lead to market dominant loyalty & profits.



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