

Category 1: Nil
(Enclose Certificate that your institute is approved by TEQIP-II)

Category 2: ₹ 500.00

Category 3: ₹ 10000.00*

Payment should be made via demand draft drawn in favour of
“**CEP-STC, IIT Kharagpur**”, payable at Kharagpur

DEMAND DRAFT DETAILS	
Amount ₹	
Bank Name	
Place	
Branch Code	
DD No. & Date	

Declaration

The information provided is true to the best of my knowledge. If selected, I agree to abide by the rules and regulations of the course and shall attend the course for the entire duration without any failure.

Place _____

Date _____

Signature of applicant _____

Please complete the details above and mail alongwith registration fee to:

Prof. Pradip Kumar Ray
Dept. of I&SE
IIT Kharagpur – 721302
E-mail: pkr@vgsom.iitkgp.ernet.in

About IIT Kharagpur

History

First in the chain of IITs to be set up by the Government of India, Indian Institute of Technology, Kharagpur started in 1951 in the erstwhile Hijli Detention Camp. It has now blossomed into one of the finest technical institutions in the world, with 585 faculty members in 19 Departments, 9 Centres, and 12 Schools offering 6 M.Sc. programmes, 5 Joint M.Sc. -Ph.D. programmes, 15 B.Tech (Hons.) programmes, 49 joint M.Tech. - Ph.D programmes, 2 M.Tech. programmes (in video-conferencing mode), 1 Master of City Planning programme, 1 Master of Medical Science and Technology programme, 1 LL.B. in Intellectual Property Rights programme, 34 Dual-Degree (both B.Tech and M.Tech) programmes, and 2 Management programmes. It also has MS, Ph.D, and D.Sc. programmes.

Location

Kharagpur is known world over for two landmarks. One, the longest railway platform, and the other, the Indian Institute of Technology, more commonly known as IIT. Situated about 120 km west of Kolkata, Kharagpur can be reached in about 2 hours by train from Howrah railway station of Kolkata or 3 hours by car from Kolkata Airport. Kharagpur is also connected by direct train services to most major cities of the country. The Institute is about 10 minutes drive (5 km) from the Kharagpur railway station. Private taxi, auto-rickshaw or cycle-rickshaw can be hired to reach the Institute.

Weather

Winter (October to February) is moderate and pleasant (10 to 25°C) in Kharagpur. Summer (March to June) is hot (25 to 40°C) and sometimes humid. Rains are normally confined to the months of June to September.

SERVICE OPERATIONS MANAGEMENT

Overview

In recent times, with the globalization of the market, service organizations in India have been experiencing stiff competition. In such a competitive environment, development of an appropriately designed quality system in service organizations is a necessity. It emphasizes that everyone and every functional aspect of a service organization must participate actively in achieving service quality. Performance improvement programmes, with support and commitment from top management, make a significant difference in any service organization's effectiveness as perceived by its customers. In this context, a short term course on several aspects of Service Operations Management (SOM) is highly important and useful.

In India, although the importance of quality in services in developing national economy has been emphasized, particularly with the onset of globalization process and liberalization of economy, very few service organizations have been able to utilize the concepts and principles of service quality and performance in their work areas to their advantages mainly because of (i) lack of knowledge and trained personnel in the field of SOM, and (ii) excessive emphasis on solutions of service-related problems with the use of newer technologies, imported or otherwise.

Today, quality and effectiveness have become the key concern of any service organization, be it banking, insurance, legal, healthcare or education. Considering the profound influence of the quality casts on the performance of a service organization in today's environment, the course coordinator along with the faculty members has decided (i) to share their vast research, training, and industrial experience in the area of Service Operations Management with the teachers in other engineering and technical institutions as well as service organizations and their managers, and (ii) to provide them with the training in the use of basic SOM-related tools, techniques, and approaches that are useful in the pursuit for creating knowledge base and higher quality of services and processes.

Important Dates

Last date for receiving application: August 31, 2015

Intimation to the applicants: August 31, 2015

Course duration: September 4 - 6, 2015

Objective of the Course

- Exposing participants to the fundamentals of Service Operations Management
- Building, in the participants, confidence and faith in service quality measurement, monitoring, and methodologies
- Providing exposure to practical problems and their solutions, through case studies in the field of performance measurement and evaluation of service organizations
- Enhancing the capability of the participants to identify and use tools and techniques required to be used for service operations management
- Reducing the gap between demand and supply of trained personal in the field of service operations management

Eligibility

Category-1 (AICTE Sponsored / TEQIP Sponsored): Faculty from AICTE approved Colleges / Institutions / Universities.

Category-2 (Student): B.E. / B.Tech. / AMIE / Diploma in Engineering / B.Sc. / M.Sc. or any higher qualification in relevant field.

Category-3 (Industry / others): Persons from Industries & Govt. Organizations related in this field are also eligible.

Course Schedule and Methods

The course will be conducted during Sept. 4 - 6, 2015

Sept. 4, 2015: 18:00 to 20:00 hrs

Sept. 5, 2015: 10:00 to 12:00 hrs
and 14:00 to 16:00 hrs,

Sept. 6, 2015: 10:00 to 12:00 hrs
and 14:00 to 16:00 hrs



pkr@vgsom.iitkgp.ernet.in | kunal@iem.iitkgp.ernet.in

Course Contents

- 1a Characteristics of Service Operations:** Evolution of service organizations and nature of service operations, service operations characteristics and dimensions and their classification, quality costs and quality improvement programmes in services, comprehensive framework for service quality management, relationship between performance, quality of life, and quality of services, international trends and critical issues in service operations management.
- 1b Service Quality Assurance and Service Strategy:** Developing strategies for service quality, creating environment for service quality assurance (SQA), important dimensions of quality assurance in service operations, use of tools and techniques for service quality assurance, leadership and commitment for SQA, case examples.
- 2 Tools and Techniques for Service Effectiveness and Monitoring and Control:** Importance of service effectiveness dimensions of service effectiveness, monitoring and control mechanism, introduction of tools and techniques and their use with examples.
- 3 Emerging Trends in Service Operations Management:** Current requirements, problems, challenges, pre-requisites for problem definition, quantification and formulation, use of state-of-the-art technologies and methods, issues affecting perception of stakeholders.
- 4 Performance Measurement and Evaluation of Service Organizations:** Dimensions of performance, performance cycle and its components, modelling relationships between customers and servicing personnel, comprehensive framework for measurement and evaluation, implementation issues and problems and challenges.

The Faculty



Prof. Pradip K. Ray is presently a Professor in the Department of Industrial and Systems Engineering, Indian Institute of Technology (IIT), Kharagpur, India. Professor Ray has about more than thirty four years of diversified experience-eight years at General Electric Company of India in Calcutta and more than twenty six years of teaching and research experience at IIT, Kharagpur. He has also served as Associate Professor at Eastern Mediterranean University, Cyprus (two years) and as Visiting Faculty at University of South Pacific, Fiji Islands. He has published one text book titled 'Product and Process Design for Quality, Economy and Reliability', four book chapters, and around 120 papers in international and national journals of repute and conferences in the areas of productivity measurement and evaluation, quality design and control, TQM, process optimization, ergonomics/human factors engineering, safety engineering and management and other related topics. He has supervised 16 PhD scholars in his research areas till date. Professor Ray is a certified Lead Assessor for ISO-9001 registration, and actively involved in a number of industrial consulting and research projects (25 such projects till date) in his interest areas. He is a member of several professional bodies, such as INFORMS and IIMM, and a Fellow of World Academy of Productivity Sciences and a Fellow of Institution of Engineers (India).



Prof. Kunal Kanti Ghosh is presently a Visiting Professor in Vinod Gupta School of Management, Indian Institute of Technology (IIT), Kharagpur, India. He has more than 30 years of work experience at various levels in the automobile industry. He was the "Corporate Initiatives Head" of Tata Technologies Ltd. He received the 'Best Young Manager's Award' in 1990 from All India Management Association.

Accommodation

Outstation participants will be provided accommodation at IIT Kharagpur on self payment basis as per availability on prior request.

Venue

IIT Kharagpur and its extension centers at Bhubaneswar and Kolkata through online video lecture. All video-conferencing enabled classrooms at Kharagpur, Kolkata and Bhubaneswar are equipped with high definition video-conferencing system. Each of these acoustic treated air-conditioned video enabled classrooms with multiple HD cameras, document viewers and large display monitors permit teachers to conduct LIVE interactive sessions from Kharagpur with multiple remote classrooms at Kolkata and Bhubaneswar. 8 Mbps leased line connectivity of Kolkata and Bhubaneswar centers with Kharagpur ensure uninterrupted bi-directional lossless audio video transmission.

Course Fees

Category-1: Nil(for TEQIP Institutions)

Category-2: ₹ 500.00 (for IIT Kharagpur Students)

Category-3: ₹ 10000.00* (For Industry / Self Sponsored)

To confirm participation, please send the scanned copy of the Demand Draft to pkr@vgsom.iitkgp.ernet.in by 20th June, 2015 positively.

Course Co-Ordinators

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REGISTRATION FORM

KNOWLEDGE DISSEMINATION PROGRAMME SERVICE OPERATIONS MANAGEMENT

September 4 - 6, 2015

Name

Date of Birth

Gender Male FemaleCategory Academic Student Professional
(Please enclose a bonafide certificate from your parent institution)

Organization

Address for Correspondence

Preferred location for attending

Phone

E-mail

Highest Academic Qualification

Experience (in years)

Accommodation Required (at IIT Kharagpur) Yes No