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# **Management Development Programme**

## **Service Quality Management**

**28-29 April 2012**

### **Venue**

**IIT Extension Centre, Salt Lake City, Kolkata – 700106**



**Prof. Jitesh J. Thakkar**

**Principal Coordinator**

**Prof. K.K. Ghosh**

**Coordinator**

**Department of Industrial Engineering and Management**

**Indian Institute of Technology Kharagpur**

**Kharagpur 721 302, INDIA**

## **Why Service Quality:**

Manufacturing, service and agriculture are the major economic activities in any country. In India, manufacturing and services together constitute nearly 75% of the GDP. Moreover, in recent years the growth in GDP is primarily due to the growth in these sectors of the economy. During the last ten years, the share of services in the GDP has grown steadily from about 40% to about 51%. The Union Government began taxing three services in 1994-95. This has grown steadily and as of 2004-05 the number of services taxed has gone up to 71. All these indicate the growing importance of services in the Indian economy and the need to apply management practices to plan and control operations in the service sector.

## **How this Programme is Different:**

Service organizations respond to the requirements of customers to satisfy some needs and leave certain experiences in the minds of the customer through a service delivery system. This course addresses the strategic and operational aspects of managing service systems. In addition to discussing the design and operational control of service operations, specific issues pertaining to certain sectors of the service industry are also addressed. Such a programme is designed to help a participant from various service sectors like banking, hospitality, healthcare, IT, BPO etc. assess the status of service management practices in his/her organization. The programme is aimed at enabling practitioners to design a systematic stage-wise plan for implementing an effective service management practices in their respective segment. This programme intends to deliver an implementation based approach towards Service Management in an organization.

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### **Course Objective:**

- To develop understanding on design and management of service operations
- To familiarize candidates with tools/techniques in design and management of service quality
- To expose candidates to the complexities involved in service operations compared to manufacturing

### **What You Can Expect:**

The MDP will enable practitioners to address following questions:

- What is the importance of Service Quality?
- What are the models of Service Quality?
- How to ensure quality of services in a dynamic customer-driven business environment?

### **For WHOM:**

The Service Management programme is for managers in service sectors like banking, hospitality, healthcare, IT, BPO etc. seeking to re-vitalize their careers. It is most appropriate for managers holding positions of responsibility within functional departments of medium to large businesses.

### **Pedagogy:**

The pedagogy involves:

- Class room teaching and lecturing
- Group activities and presentation
- Case studies
- Other multi-media tools such as videos, animations, etc.

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### **Topics Covered:**

1. Importance of service sector, opportunities in service operations, classification of service frameworks, Banks, hotels, maintenance centers, call centers, hospitals, emergency services, etc.
2. Core competence approach to strategy, Service strategy, Tactical execution, Strategically planning for service growth, Internet strategies: Different cost drivers (inventory, personnel, logistics), Strategies for mixed traditional and internet retailers, Environmental strategies: Service operations and environment, environmental management and profitability
3. Service innovation, service system design, service system design tools, managing service experiences, Linking decoupling to service concept, Linking decoupling and firm strategy, operational implementation, managerial attention on the customer, service quality, yield management, overbooking & capacity allocation
4. Service management implementation plan

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### **Application and Fee:**

The interested candidates are requested to send their applications to one of the coordinators by filling in the **Registration Form** provided with the brochure **on or before 18<sup>th</sup> April 2012**. Alternatively, the brochure can be downloaded from the website <http://www.iitkgp.ac.in/topfiles/stc.php>

**A certificate of participation will be issued from the Office of Dean (Continuing Education), Indian Institute of Technology Kharagpur, to all the participants.**

**Late registrations are regretted!**

**Total number of seats is restricted to 20**

The fee for the TWO-DAY programme is **Rs. 15,000 per candidate**. The **course fee includes** training kits, working lunch and tea/ coffee during lecture schedule. The **course fee DOES NOT include boarding and lodging for the participants**. Payment is to be made through bank draft drawn in favor of “CEP-STC, IIT Kharagpur” payable at Kharagpur.

**Venue:** IIT Kharagpur Kolkata Campus, HC Block, Sector – III, Salt Lake City, Kolkata – 700106

### **Address for Communication:**

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IIT Kharagpur  
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### **Registration Form**

1. Name: \_\_\_\_\_
2. Affiliation: \_\_\_\_\_
3. Educational Qualification: \_\_\_\_\_
4. Address for Correspondence:  
\_\_\_\_\_  
\_\_\_\_\_
5. Telephone: \_\_\_\_\_
6. Mobile: \_\_\_\_\_
7. E-mail: \_\_\_\_\_
8. Bank Draft Details:  
Draft No. \_\_\_\_\_  
Date: \_\_\_\_\_  
Amount Rs. \_\_\_\_\_  
Bank: \_\_\_\_\_  
Branch: \_\_\_\_\_

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Signature of the participant

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Signature of the Sponsoring Authority

(with Seal)