

FORE School of Management
Management Development Program on
Service Management: People, Operations and Strategy
January 12-13, 2012, FSM Campus, New Delhi

Introduction

The service sector contributes significantly to Indian economy. While the service industries are growing fast, the manufacturers are using services to differentiate their competitive offerings and create value for customers. This increases the need for more and well-equipped service marketing managers to address the issues related to management of services. As a result, the demand for services marketing and management is increasing manifold in coming years.

Anticipating the need for understanding the service economy, evolving service expectations of customers, and finally securing a competitive edge over others, the proposed management development program focuses on the people, operations and winning strategies in service management.

Objectives

The two- day program will focus on developing a clear understanding of service concepts and acquiring skills in application of the service principles in different contexts and expose the participants to the operational aspect of thought. The scope has been decided to include the basic understanding of services, Consumer Behavior in services, Service Operations, strategy and its implementation.

Contents

Day 1: Forenoon session:

Service Economies: Growth, factors and emerging trends.

Service Buying Behavior: Building relationships, involvement and service encounter.

Afternoon session:

Designing the Service Product.

Service system Design: Service Blue printing, Yield Management

Day 2: Forenoon session:

Service marketing mix and handling customer dissonance.

Capacity Management, Service Recovery, Performance Management.

Afternoon session:

Case Studies for strategic insights.

Who May Attend?

All Business professionals presently working in a service industry or wish to enter into services.

Consultants and Executives from any discipline.

Entrepreneurs desirous of setting up a service enterprise to achieve business goals.

Faculty members interested to understand service experiences.