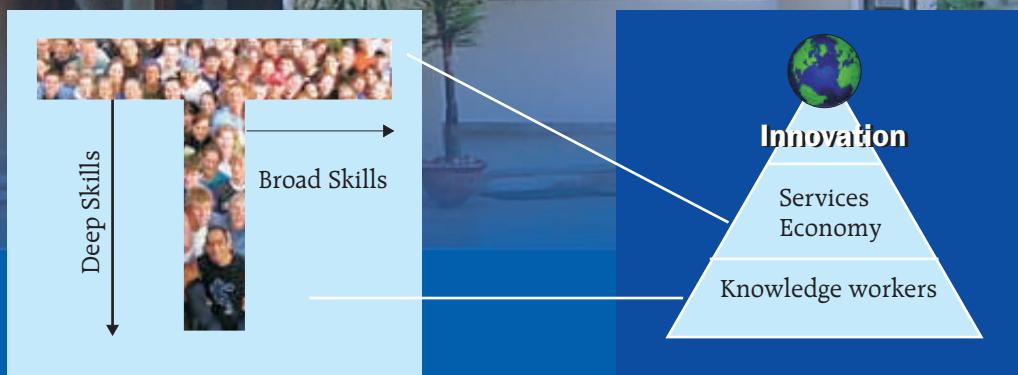




## IBM - SPJIMR Centre for Services Science, Management and Engineering Presents

**Advanced Certificate Program in Services  
To develop "T" Shape Professionals in  
Service Industry including Banking, Retail, Telecommunications,  
Health care, Hospitality, IT services, etc.**



**The pioneering program in Services for**

- Service Industries
- Service Professionals
- Service Entrepreneurs





## From The Dean's Desk



"Employment growth will be concentrated in the services sectors of the global economy. Service design, development, marketing and delivery all require methods to make service businesses more efficient and scalable. Practitioners need depth and breadth in combinations of technology, business, and organizational studies. As a forward thinking institution, advocating pedagogic innovations based on commitment to simple but practical objectives, namely 'influencing practice' and 'promoting value-based growth', we at S.P.Jain are delighted to work towards nourishing productivity, quality, and learning and innovation rates across the service sector."

**Dr. M.L. Shrikant, (DBA Harvard)**

Honorary Dean- S.P. Jain Institute of Management and Research

**Bharatiya Vidya Bhavan**, which was founded in 1938 by the then Kulpati Dr. K.M. Munshi and 53 other eminent professionals. Bharatiya Vidya Bhavan is registered under the Societies Registration Act XXI of 1860 and the Bombay Public Trust Act 1950. It is a trust of repute and eminence and is universally recognised for its educational as well as cultural activities.

In India, Bharatiya Vidya Bhavan has more than 37 institutes, over 106 Kendras (Centers) 11 Colleges, 78 schools. It also has international centers in the UK, USA, Canada, Portugal, South Africa, Kuwait, Mexico and Australia. Bharatiya Vidya Bhavan is managed by the Trustees and the Executive Committee.

## The Institute

Bharatiya Vidya Bhavan's S. P. Jain Institute of Management and Research (SPJIMR) is rated among the top ten B-schools in the country. Inaugurated in 1981 by the then British Prime Minister Rt. Hon'ble Margaret Thatcher, it has moved from strength to strength due to its innovative pedagogic approach and its ability to adapt to the changing business environment. Life at SPJIMR is a journey through education, sprinkled with a variety of academic and non-academic learning that goes beyond the conventional classroom method.

The entire learning process at SPJIMR is focused on inculcating in participants, sensitivity to real-world issues and an ability to become leaders in their chosen fields. The Institute enjoys partnership of top Business & IT solutions Corporates who provide inputs on state of art Practices and Technology, thereby enriching the curriculum and keeping it Industry relevant and current.

SPJIMR's underlying framework for innovations can be expressed by the following three fundamentals:

- The learning experience must result in the enhancement of the capabilities of the individual for actual practice.
- Professional life cannot be devoid of values and social responsiveness.
- The seeker of knowledge must own up the process of education and accept responsibility for continuous professional growth and development.



## The Advanced Certificate program in Services:

S.P Jain Institute of Management and Research (SPJIMR, Mumbai) and IBM have collaborated together to establish the SSME Centre at the SPJIMR Campus on 16th July 2008. This centre is the first ever unique establishment of its kind in India to promote the design, development and deployment of services in various industries.

SSME is the application of scientific, management, and engineering disciplines to the tasks (services) that one organization beneficially performs for and with another. Services also have social, economic, design, psychological dimensions among others. SSME has the goal of making productivity, quality, performance, compliance, growth, and learning improvements more predictable in work-sharing and risk-sharing (co-production) relationships.

**SSME is the study of service systems and it aims at improving service systems.**

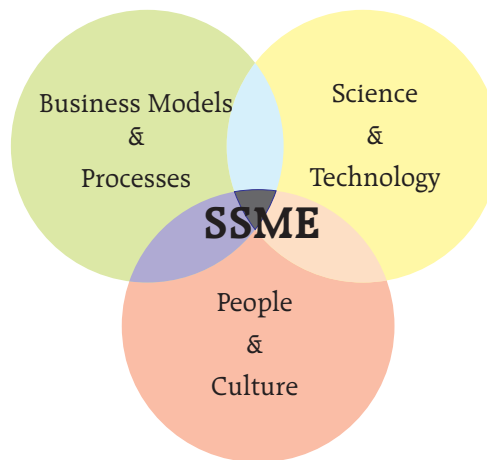
Global markets are increasingly service-based economies. Employment growth will be concentrated in the service-providing sectors of the global economy. Service innovation is needed to maintain profits.

Service design, development, marketing and delivery all require methods to make service businesses more efficient and scalable. Practitioners need depth and breadth in combinations of technology, business, and organizational studies, even at the undergraduate level.

**The goal of Service Science is to nourish productivity, quality and learning and innovation rates across the service sector including Banking, Retail, Telecommunication, Health care, Hospitality, IT services, etc.**

## Services Science, Management & Engineering (SSME)

"The services marketplace needs innovation that combines people, technology, and processes to deliver value to clients"



## Goals of the program:

- Create a breed of service professionals...
  - who are equipped with an actionable set of ideas relevant to services based businesses
  - who can add value from "day one"
  - who have a sophisticated, practical understanding, knowledge base to be able to transform existing businesses or launch successful new businesses
  - who will be the market driven managers and who will deliver superior customer solutions
  - who will be future leaders of the service industry
- Make the Indian services industry more competitive
- Create an appreciation for the world of businesses built on services
- Create "T" shaped professionals in the area of services
- Create awareness of dos/ don'ts and nuances of designing and launching services based businesses
- Promote entrepreneurship in the world of services

## Focus of Skills

The focus of the program will be on imparting the following skills

- Understand and appreciate the Service Economy
- Review existing Service Management processes
- Create a service management vision for the organization
- Design new service products
- Identify the needs of key stakeholders in service management
- Develop service system and methods
- Develop a GAP analysis for existing service management activities
- Create a business case for service management
- Carry out ongoing monitoring and review of service management processes

## Program Structure

(designed by : Faculty from SPJIMR, IBM, Service industry and leading national institutes)

- 6 contacts over 5 months
- 19 class room days
- Each contact will be followed by a mini project which will relate to application of ideas learnt in the last contact sessions
- All projects- 5 mini and 1 large - will relate to the same business which could be a live business case or a new business to be launched
- **Sessions from service industry experts after the classroom sessions...for exposure to the real world thinking**

**A key take away: As a result of the project work, at the end of 5 month cycle, each participant will leave with a blue print for a transformed service (currently running one) of a business or a blue print for a new service of a new business being launched.**

## Module:

### Module1:

- Day 1 : Introduction to Services
- Day 2: Service Systems & Science
- Day 3: Introduction to Management of Service

### Module 2:

- Day 1: Service Product Design
- Day 2: Service Quality
- Day 3: Service Innovations and Management of Technology Innovations

### Module 3:

- Day 1: Service Supply Chain
- Day 2: Managing Capacity and Demand
- Day 3: Service Partnering

### Module 4:

- Day 1: Business Process Management
- Day 2: Component Business Modeling
- Day 3: Methods of Service

### Module 5:

- Day 1: Introduction to Service Marketing
- Day 2: Service Retailing, Positioning and Branding
- Day 3: Service Offering and Sales

### Module 6:

- Day 1: Service Entrepreneurship
- Day 2: Human Issues
- Day 3: Values and Ethics in Management of Services

## Fee Structure

- Total for all 6 modules: 90,000 Rs.
- Individual modules can be registered for Rs. 25000.

**Accommodation will be provided on the basis of First Come First Serve**

## Schedule

- Last weekend (Fri-Sat-Sun) of every month, beginning from January 29, 2010

## Faculty

Senior Faculty members from SPJIMR, IBM (US and India), other nationally ranked institutes and senior professionals from services industry

## Eligibility

- Professionals currently employed in services industries. Service professionals who to want make an impact by
  - Transforming how they run their services business
  - Making the business more profitable, efficient and with higher quality
- Companies or Organizations launching or considering launching services based businesses

Service companies (corporate clients) are welcome

## Contact Us

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