

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - NOC:Managing Services

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Co-ordinating Institute - IIT - Kanpur

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

- Lecture 1 - What is Service?
- Lecture 2 - Evolving Service Markets
- Lecture 3 - The Service Customers
- Lecture 4 - Product Service Systems
- Lecture 5 - The Service Act
- Lecture 6 - Seamless Service
- Lecture 7 - Service Management Elements
- Lecture 8 - Core Vs. Supplementary Services
- Lecture 9 - Intangibility of Services
- Lecture 10 - Response to IHIP Challenges
- Lecture 11 - Process & Promotion
- Lecture 12 - Process Issues in Service
- Lecture 13 - Challenges of Services-1
- Lecture 14 - Service Uniqueness-2
- Lecture 15 - Consumer in the Services Flow-1
- Lecture 16 - Service Consumer Behavior-2
- Lecture 17 - Customer Co Creation of Services-1
- Lecture 18 - Customer Co Creation of Services-2
- Lecture 19 - Current Service Map to New Service Design
- Lecture 20 - Current Service Map to New Service Design.
- Lecture 21 - Case Study on Service Excellence-1
- Lecture 22 - Case Study on Service Excellence-2
- Lecture 23 - Services Excellence - Culture
- Lecture 24 - People in Services
- Lecture 25 - Position - Value Proposition-1
- Lecture 26 - Position - Value Proposition-2
- Lecture 27 - Branding Services-1
- Lecture 28 - Distributing Services
- Lecture 29 - Distributing Services

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- Lecture 30 - Network of Services
- Lecture 31 - Strategy for Service Businesses
- Lecture 32 - Strategy for Service Businesses.
- Lecture 33 - Strategy for Service Businesses..
- Lecture 34 - Pricing - Basic Concepts
- Lecture 35 - Service Pricing
- Lecture 36 - Service Pricing.
- Lecture 37 - Service Quality-I
- Lecture 38 - Service Quality-II
- Lecture 39 - Service Quality-III
- Lecture 40 - Service Complaints and Recovery Strategies
- Lecture 41 - Loyalty - Relationship-I
- Lecture 42 - Loyalty - Relationship-II
- Lecture 43 - Strategy Canvas - Service Portfolio Analysis
- Lecture 44 - Loyalty - Relationship
- Lecture 45 - Managing Partner Relationships
- Lecture 46 - Global Service Ecosystem - Contemporary Issues
- Lecture 47 - Service Ecosystem - Service Innovation
- Lecture 48 - Services as Systems