

INSTITUTE	FACULTY OF MANAGEMENT STUDIES
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION
SEMESTER	4
COURSE TITLE	MANAGEMENT OF SERVICES
COURSE CODE	04BB0406
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand service marketing and utilize them effectively in managing products and people to achieve organizational objectives.
- 2 Apply knowledge of models and theories to promote the effectiveness in workplace
- 3 Provide a framework for analysing consumer behaviour, for offering co-creating value and delivering services.
- 4 Understand and apply the most common quality analysis tools and techniques.
- 5 Understand the opportunities that information technology can have for enhancing service firms competitiveness.

Pre-requisite of course:None

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4			50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to Services Introduction to services, Nature & Characteristics of Services, Classification of services, Consumer Versus Industrial Services	8
2	SERVICES MARKETING MIX Introduction to the 7P's of Service Marketing, Product-Service Continuum, Standalone service Products, Service Products bundled with tangible Products	10
3	CUSTOMER SATISFACTION & SERVICE QUALITY Monitoring and measuring customer satisfaction, Order taking and Fulfillment, Service Guarantee – Handling complaints effectively, Defects, failures & Recovery, Service Quality Models – GAPS Model, SERQUAL	12
4	TECHNOLOGY & SERVICE STRATEGY Applying Technology to service sittings, e- services, Global and Indian Scenario in service sector, Importance of Service marketing, Every business is a service business, Service as a key differentiator	8

Contents : Unit	Topics	Contact Hours
5	TYPES OF SERVICES Introduction to Various Service Sectors : Hospitality, Transportation; Tourism, Information Technology, Banking & Insurance, Telecom, Entertainment	10
Total Hours		48

Textbook :

- 1 Services Marketing, Rajendra Nargundkar, McGraw-Hill, 2010
- 2 Services Marketing, Zeithaml, Bitner, Gremler & Pandit, McGraw-Hill, 2018
- 3 Services Marketing, R. Srinivasan, Prentice-Hall of India, 2010

References:

- 1 Services Marketing, Services Marketing, Christopher Lovelock, Pearson, 2007
- 2 Services Marketing, Services Marketing, Rampal & Gupta, Galgotia, 2005

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://blog.hubspot.com/marketing/case-study-examples>
- 2 <https://www.icmrindia.org/short%20case%20studies/Short%20Case%20Studies.asp?cat=Services%20Marketing>
- 3 <https://www.marketingsherpa.com/article/case-study/understanding-what-customers-want-5-mini-case-studies>
- 4 <https://www.marketingmind.in/>
- 5 <https://www.ibef.org/>