### Veer Narmad South Gujarat University

#### 503 - Service Management

###### Third Year BBA(Semester5) With Effect from A.Y.2021-22

Objectives of the course:

* 1. To explain basic concepts of services to thestudents
  2. To relate concepts and principles of services with real world working of various servicesectors

Pedagogic Tools:

Lectures, assignments, group presentations, practical examples of corporate world, project work

Course Content:

**Unit 1: Introduction toServiceIndustry (20%)** Introduction to Services, Unique characteristics of Services, Classification of Services, Challenges confronted by Service sector in India, Factors responsible for growth of Service Economy, Service Management. Consumer Behavior in Services: Search, Experience and Credence Properties, Stages in Consumer Decision Making forservices

Unit 2: ServiceMarketingMix (30%)

Product: Core and supplementary Elements, Branding service Products, Price: Role of Non monetary costs, Pricing strategy, Pricing and Revenue Management, Yield Management, Place: Service Distribution, Role of Customers in Service Delivery, delivery through intermediaries, Franchising, Electronic Channels, Self Service Technologies, Promotion: Role of Marketing Communication, Marketing Communication Mix, Integrated Services Marketing Communication, People: Employee’s role in Service Delivery, Service Leadership and culture, Process: Service Blueprinting, Service Process Redesign, Physical Evidence: Servicescape, Service Environments

Unit 3: Service QualityandMeasurement (10%)

What is Service Quality, The Gaps Model, Service Quality Dimensions (SERVQUAL)

Unit 4: Handling Customer Complaints andServiceRecovery (20%)

Understanding complaining behavior, Principles of Effective service recovery systems,

Service Guarantees, Discouraging abuse and Opportunistic Customer behavior, Seven types of Jaycustomers

**Unit 5: Introduction toDifferentServices (20%) *[Introduction, SWOC, Types / Segments, Latest Developments in India, Major Players, 7Ps of following sectors, other contemporaryissues]***

Retailing, Hospitality - Travelling and Tourism, IT Enabled Services, Consultancy Services, Transportation Services, Banking Services, Insurance Services, Healthcare and Hospital Management,Telecom Sector, Education Sector

Suggested Readings:

1. *Services: Marketing, Operations and Management - JauhariDutta, Oxford University Press.*
2. *Services Marketing - GovindApte, Oxford UniversityPress.*
3. *Services Marketing: Text and cases - RajendraNargundkar, Tata McgrowHill.*
4. *Services Marketing: Concept, Planning and Implementation - C Bhattacharjee, Excel Book.*
5. *Services Sector Management: An Indian Perspective - C Bhattacharjee, Jaico Publishing House.*
6. *Services Marketing - Zeithmal, Bitner, Gremler and Pandit, Tata Macgrow-Hill*
7. *Services Marketing: a south Asian Perspective - Christopher Lovelock, JochenWirtz, JayantaChatterjee, PearsonEducation.*
8. *Services Management: Operations, Strategy, Information Technology - Fitzsimmons and Fitzsimmons, Tata Mcgraw-Hill.*