

Uka Tarsadia University



B.B.A.
Services Management (030030602)

6th Semester

Effective from January-2014

Uka Tarsadia University

Services Management (030030602)

BBA (Sem.-6) Syllabus, effective from January -2014

Course Objective and Outcome: To impart basic knowledge and understanding of service sector management.

Total Hours: 52

[4 hrs. per week]

Unit-1 Understanding Aspect of Services-I

[Weightage 25%]

- 1.1. Introduction to Services
- 1.2. Importance of Services to an Economy
- 1.3. Service Triangle Marketing Model
- 1.4. Classification of Services
- 1.5. Unique Characteristics of Services and Ways and Means to Address them

Unit-2 Understanding Aspect of Services-II

[Weightage 25%]

- 2.1. Strategy in Service Firms: Introduction and Definition
- 2.2. The Factors that go on to Shape the Choice of Service Firm's Strategy
- 2.3. Need for Service Firms to have Strategy
- 2.4. Competitiveness of the Service Firm
- 2.5. Types of Service Strategy
- 2.6. Michel Porter's Strategy to Competitive Analysis
- 2.7. Customer Service: Introduction and Nature
- 2.8. Customer Service Behaviour
- 2.9. Evaluation of Service Quality by Customer
- 2.10. Customer Complaints Resolution
- 2.11. Types of Customers
- 2.12. Quality Service Delivery
- 2.13. Customer Service Culture

Unit-3 Sector Analysis of the Service Industry-I

[Weightage 25%]

- 3.1. Retailing
 - 3.1.1. Functions and Benefits of Retailing
 - 3.1.2. Retail Institutions and their Formats
 - 3.1.3. Industry Drivers (Retailing)

- 3.1.4. Life Style and Trends
- 3.1.5. Leading Organised Retailing in India
- 3.1.6. Key Segments in Retailing
- 3.2. Travel and Tourism
 - 3.2.1. Introduction and Type of Travel
 - 3.2.2. Marketing Plan
 - 3.2.3. Tourist Products
 - 3.2.4. The Bottlenecks

Unit-4 Sector Analysis of the Service Industry-II

[Weightage 25%]

- 4.1. Hospitality Industry:
 - 4.1.1. Origin and Characteristics
 - 4.1.2. Classification
- 4.2. The Restaurant and Catering Industry
 - 4.2.1. Kinds of Restaurants
 - 4.2.2. Classification of Restaurant
 - 4.2.3. Service Category
 - 4.2.4. Types of Customers in a Restaurant
 - 4.2.5. Types of Caterers
 - 4.2.6. Basic Types of Catering Services
 - 4.2.7. Classification of Catering Industry
 - 4.2.8. Six Market Model for Catering Industry
 - 4.2.9. Industry Analysis

Text Book:

1. C. Bhattacharjee. *"Service Sector Management- An Indian Perspective"*. Mumbai: Jaico Publishing House.