

**Veer Narmad South Gujarat University**  
**Services Management I**

T.Y. B.B.A., Semester V

Effective from June 2013

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**Objectives:**

To introduce student with concept of services, help them appreciated special characteristics of it and equip with special tools to manage service business.

**Pedagogic Tools:**

Lectures, assignments, Case studies, Practical examples from corporate & business world, projects & presentations.

**1. Introduction to Service Industry (30)**

Introduction to Services, Unique characteristics of Services, Classification of Services, Challenges confronted by Service sector, Factors responsible for growth of Service Economy, Service Management.

**2. Service Marketing Mix (35)**

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

**3. Extended Marketing Mix (35)**

People: Employee's role in Service Delivery, Service Leadership and culture, Process: Service Blueprinting, Service Process Redesign, Physical Evidence: Servicescape, Service Environments

***List of references***

- 1. *Services: Marketing, Operations and Management - Jauhari Dutta, Oxford University Press.***
- 2. *Services Marketing - Govind Apte, Oxford University Press.***
- 3. *Services Marketing: Text and cases - Rajendra Nargundkar, Tata Mcgrow Hill.***
- 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, Jochen Wirtz, Jayanta Chatterjee, Pearson Education.***
- 8. *Services Management: Operations, Strategy, Information Technology - Fitzsimmons and Fitzsimmons, Tata Macgrow- Hill.***