

# Veer Narmad South Gujarat University

## Services Management II

T.Y. B.B.A., Semester VI

Effective from Dec 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 (15)**  
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 (15)**  
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 (15)**  
People: Employee's role in Service Delivery, Service Leadership and culture, Process: Service Blueprinting, Service Process Redesign, Physical Evidence: Servicescape, Service Environments
- 4. Service Quality and Measurement (15)**  
What is Service Quality, The Gaps Model, Measuring and Improving Service Quality, Defining and Measuring Service Productivity, Improving Service Productivity.
- 5. Managing Service Demand and capacity (20)**  
Demand patterns and managing fluctuations in Service demand, Constraints in service capacity and capacity management, Yield management, Managing waiting lines.
- 6. Introduction to Different Services (Through case discussions and student assignments) (20)**  
Retailing, Hospitality - Travelling and Tourism, IT Enabled Services, Consultancy Services, Transportation Services, Banking Services, Insurance Services, Healthcare and Hospital Management etc.

### *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.*