

## Veer Narmad South Gujarat University

### 503 – Service Management

Course	503
Course Title	Service Management
Credit	4
Teaching per Week	4 Hours
Review / Revision	June, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	<ul style="list-style-type: none"> <li>The students will understand services and learn to differentiate between tangible and intangible aspects.</li> </ul>
Course Objective	<ul style="list-style-type: none"> <li>To explain basic concepts of services to the students</li> <li>To relate concepts and principles of services with real world working of various services sectors</li> </ul>
Course Outcome	<ul style="list-style-type: none"> <li>To understand the unique characteristics and classification of services</li> <li>To understand marketing aspects of services</li> <li>To understand the role and relevance of quality in services</li> <li>To understand handle service recovery</li> <li>To observe different trends in services</li> </ul>
<b>Course Content</b>	
<b>Unit 1: Introduction to Service Industry</b>	<b>(20%)</b>
<ul style="list-style-type: none"> <li>Introduction to Services</li> <li>Unique characteristics of Services (Implications &amp; Solutions)</li> <li>Difference between Goods &amp; Services</li> <li>Classification of Services</li> <li>Challenges confronted by Service sector in India</li> <li>Factors responsible for growth of Service Economy</li> <li>Consumer Behavior in Services: Search, Experience and Credence Properties.</li> </ul>	
<b>Unit 2: Service Marketing Mix</b>	<b>(30%)</b>
<ul style="list-style-type: none"> <li><b>Product:</b> Core and supplementary Elements</li> <li><b>Price:</b> Role of Non-monetary costs, Pricing strategy, Pricing and Revenue Management,</li> <li><b>Place:</b> Service Distribution, Role of Customers in Service Delivery, delivery through intermediaries, Franchising, Electronic Channels, Self Service Technologies,</li> <li><b>Promotion:</b> Role of Marketing Communication, Marketing Communication Mix, Integrated Services Marketing Communication,</li> <li><b>People:</b> Employee's role in Service Delivery, Service Leadership and culture,</li> <li><b>Process:</b> Service Blueprinting, Service Process Redesign,</li> <li><b>Physical Evidence:</b> Servicescape, Service Environments.</li> </ul>	
<b>Unit 3: Service Quality and Measurement</b>	<b>(15%)</b>
<ul style="list-style-type: none"> <li>What is Service Quality?</li> <li>The Gaps Model (5 Gaps)</li> <li>Service Quality Dimensions (SERVQUAL)</li> </ul>	
<b>Unit 4: Handling Customer Complaints and Service Recovery</b>	<b>(15%)</b>
<ul style="list-style-type: none"> <li>Understanding complaining behavior</li> <li>Principles of Effective service recovery systems</li> <li>Discouraging abuse and Opportunistic Customer behavior</li> <li>Seven types of Jaycustomers</li> </ul>	

**Unit 5: Introduction to Different Services****(20%)**

- Introduction
- 7Ps of following sectors
- 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 – Jauhari Dutta, Oxford University Press.
2. Services Marketing – Govind Apte, Oxford University Press.
3. Services Marketing: Text and cases – Rajendra Nargundkar, Tata Mc Graw 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 Mac Graw-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 Mc graw-Hill.