

**St. Joseph's College of Commerce (Autonomous)**  
**#163, Brigade Road, Bangalore - 560 025**  
**LESSON PLAN FOR EVEN SEMESTER 2016-17 - ALLIED OPTION**

**Subject Name: Service Management**

**Lecture hours: 60**

**Name: HARIHARAN RAVI**

**Objective:** To understand the growing trend of service industry and to study the difference of services marketing from tangible marketing.

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/Instructional techniques	Evaluation/ learning confirmation
<b>Module I</b>	<b>Introduction</b>	<b>8</b>		
1	Meaning of services	1	Lecture, Video and Discussion	Reporting on Videos
2	Reasons for Growth	1	Lecture and Group Discussion	Reporting on Videos
3	Reasons for Growth	1	Case Study	Reporting
	Differences between Goods and Services	1	Group Discussion	Reporting
4	Features of services.	1	Lecture	Question and Answers
5	Classification of Services	2	Lecture	Question and Answers
<b>Module II</b>	<b>Service Marketing Mix: To Understand the Elements</b>	<b>14</b>		
1	Service as a Product	1	Case study	Discussion
2	Core Service and Peripherals	1	Group discussion	Reporting
3	Pricing of Services – Objectives	1	Lecture	Question and Answers
4	Pricing Decisions and Price Variations in Service	1	Lecture	Question and Answers

5	Location and look of premises	1	Case study	Reporting
6	Channels of Distribution and customers role in service delivery	1	Lecture	Question and Answers
7	Promotion Techniques – Objectives of Promotion	1	Group discussion	Reporting
8	Word of mouth communication	1	Case study	Reporting
9	Contact and support personnel, empowering people	1	Case study	Reporting
10	Appraisal and rewarding systems	1	Group discussion	Reporting
11	Designing the service process	1	Lecture	Question and Answers
12	Service Production and Consumption Process.	1	Video	Discussion and reporting
13	Essential and Peripheral Evidence	1	Lecture	Question and Answers
14	Physical Facilities	1	Group discussion	reporting
<b>Module III</b>	<b>Consumer behavior : To understand concepts</b>	<b>10</b>		
1	Purchase process for service	1	Lecture	Question and Answers
2	Difficulty of consumer in evaluation of service process	1	Video and group discussion	reporting
3	Market segmentation, need and objectives	1	Lecture and case study	Reporting
4	Identification and selection of targets	1	Lecture	Question and Answers
5	Strategies for market leaders, challengers, followers and niche	4	Case study	Reporting
6	Targeting and competitive Advantage	1	Lecture	Question and Answers
7	Positioning strategies	1	Case study	Reporting
<b>Module IV</b>	<b>Relationship Management : To understand service loyalty</b>	<b>16</b>		
1	Relationship marketing	1	Lecture	Question and Answers
2	Advantage and need of relationship marketing	1	Case study	Reporting
3	80/20 customer pyramid and extended customer pyramid	2	Lecture , group discussion	Reporting
4	Extended customer pyramid	2	Lecture and case study	Question &Answers and reporting
5	SERVQUAL	4	Lecture and case study	Question &Answers and reporting

6	Measuring service productivity	1	Lecture	Question and Answers
7	Service Gaps	2	Lecture and case study	Reporting
8	Managing demand and supply	3	Lecture and Case study	Question & Answers and reporting
<b>Module V</b>	<b>Hotel Industry: To understand the Different Elements</b>	<b>6</b>		
1	Classification of hotels	1	Group discussion	Reporting
2	Hotel facilities	2	Lecture and case study	Question & Answers and reporting
3	Guest cycle and marketing mix	1	Case study	Reporting
4	Hotel management system	1	Lecture	Question and Answers
<b>Module VI</b>	<b>Recent trends : To Understand emerging trends</b>	<b>6</b>		
1	Entertainment Industry	2	Group presentation	Reporting
2	BPO'S and KPO's	1	Group presentation	Reporting
3	Tourism Industry	2	Group presentation and case study	Reporting
4	Consultancy and fitness Industry	1	Group presentation	Reporting

**CIA:**

30 marks CIA (10 marks teacher component & 20 marks Mid-term exam)

10 marks teacher component will be based on the assignments, online Quiz through MCQ.

Tentative date for completion of CIA will be as on 15th Feb, 2017.