

OBE based Teaching Lesson Plan 2019-20 (Even Semester)

Program: B.COM /BBA

Course Name: SERVICE MANAGEMENT

Course Code: UG15AO014

Semester: IV

Lecture hours: 60

Faculty in-charge: Ms. Veda

Course Outcome No.	Course Outcomes	T level Indicator
CO 1	Compare and contrast between goods and services and its implication on classification of Service industry.	T2
CO 2	Apply the concept of marketing mix while designing marketing activities of Service Industry.	T3
CO 3	Analyse the consumer behaviour in accordance with Segmentation, targeting and positioning in service industry that focus on competitive advantage.	T4
CO 4	Evaluate the customer relationship and loyalty and its relevance with measurement of productivity of service.	T5
CO 5	Justify the application of the marketing mix on components Hotel management system of the hospitality industry.	T5
CO6	Examine the emerging career in the wake of recent trends in entertainment industry, tourism industry and fitness industry.	T3

Module No. Topics Covered	Course Outcome No.	No. of Lecture Hours	Pre- Class Activity	Instructional techniques	Assessment	T level
Unit 1 – Introduction Meaning of services – Reasons for growth in services sector – Difference between goods and services – Features of services – Classification of services.	CO1	08	FLIP Class, Videos	PPT, Case study, Lecturing,	Q&A, Online assessment	T4
Unit 2 - Service Marketing Mix Product: Service as a Product – Service Product - Core Service and Peripherals. Price: Pricing of Services – Objectives – Factors influencing Pricing Decisions – Reasons for Price Variations in Service. Place: Place of Buyer and Seller interaction - Location of Premises – Look of Premises and Channels of Distribution Used. Customers’ Role in Service Delivery. Promotion: Promotion Techniques – Objectives of Promotion –Word of mouth communication - People contact and support personnel – Developing	CO2	14	FLIP Class, Videos	Creative Teaching, AV Tools,	Q&A, Online assessment	T3

customer Conscious employees – Empowering People – appraisal and rewarding systems. Process: Designing the service process – Blue Printing – Automation – Customization – Service Production and Consumption Process. Physical Evidence: Essential and Peripheral Evidence – Physical Facilities – Appearance of Personnel.						
<p>Unit 3 - Consumer Behaviour</p> <p>Consumer involvement in service setting- Purchase process for service – Difficulty of consumer in evaluation of service process.</p> <p>Segmenting, Targeting and positioning services effectively: Focus on competitive advantage.</p>	CO3	10	FLIP Class, Videos	Lecturing, Real-time learning, Creative Intelligence Learning.	Q&A, Online assessment	T4
<p>Unit 4 - Relationship Management and Service Loyalty</p> <p>Relationship marketing- Building customer loyalty – Effect of selecting profitable customers using 80/20 customer pyramid and extended customer</p>			FLIP Class, Videos	PPT, Case study, Brain storming, Role Play,	Q&A, Online assessment	T5

<p>pyramid. Enhancing Service Value using SERVQUAL - Measuring Service Productivity - Gaps in service design and delivery. Managing Customer's Reservations and Waiting Lists. Managing demand and supply.</p>	CO4	16				
<p>Unit 5 - Hotel Industry Classification of Hotels - Hotel Facilities - Guest Cycle - Marketing Mix of Hospitality Industry - Hotel Management System.</p>	CO5	06	FLIP Class, Videos	PPT, Story board Teaching, Business games	Q&A, Online assessment, Group discussion	T3
<p>Unit 6 - Recent Trends The rise of Entertainment Industry - Movie and Television Business - Event Management - Theme based entertainment - Concept of Business and Knowledge Process Outsourcing - Tourism industry- Consultancy Services & Fitness industry.</p>	CO6	06	FLIP Class, Videos	PPT, Simulation Teaching, Group discussion	Q&A, Online assessment, Presentations, Group activity	T5

Continuous Internal Assessment

The tentative date to complete the CIA is 15th January, 2020. The evaluation scheme is based on the comprehensive and analytical skills of students for the below criteria.

1. Business Activity
2. Online Quiz
3. Group activity (Research)
4. Role play
5. Assignments on practical application (research).

Books for Reference:

- Balachandran: Excellence in Services – Focus on people, Marketing, Quality, Business Book Publishing House, Mumbai.
- Christian Gonroos: Services Management and marketing, Macmillan international, New York.
- Christopher Lovelock & Joechen Wirtz: Services Marketing – People Technology and Strategy, 5th edition, Pearson education.
- Jha S.M: Services Marketing, Himalaya Publishing House, Mumbai.
- Rust, Zahorik & reiningham: Services Marketing, Addison Wesley Publication.
- Valerie Zelthamel & Mary Jo Bitner: Services marketing – Integrating Customer Focus Across the firm, McGraw Hill, New York.

Approved by: BOS