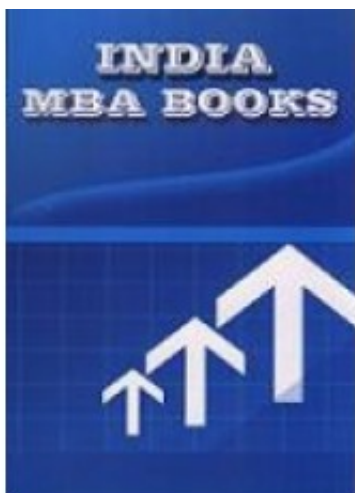


SERVICES MANAGEMENT



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4.5 SERVICES MANAGEMENT

OBJECTIVE

The objective is to familiarize the students with different services and prepare them with

requisite skills to
manage services.

Unit 1: INTRODUCTION TO SERVICES MANAGEMENT 08 Hrs

Meaning of Services – Concepts - Characteristics of Services – Classification of Services
– Growth of
Service Sector.

Unit 2: SERVICES MARKETING

Meaning – Differences between Products and Services – Importance of Services
Marketing – Marketing

Mix for Services – 7 P's (in detail) Managing Demand and Supply in Service Industry.
Service Delivery

Process: Role of Customer in Service delivery process- Quality issues in Services – GAP
Model, Managing
moments of Truth

Unit 3: TOURISM AND HOSPITALITY SERVICES

Introduction – Evolution of Tourism Industry – Concept and Nature of Tourism –
Significance of Tourism

Industry- Market segmentation in tourism- Marketing mix of Tourism - Recent Trends in
Tourism.

Hospitality Services: Types of Hotels –Types of Accommodation – Departments in
Hotels – Customer care
in Hospitality Industry.

Unit 3: BANKING AND INSURANCE SERVICES

Banking - Introduction – Traditional Services – Modern Services – Recent Trends in
Banking Services.

Insurance - Introduction – Meaning and Definition of Insurance – Types of Insurance –
Life Insurance –

Products of Life Insurance – General Insurance – Types of General Insurance – Insurance
Agents and other
Intermediaries .

Unit 5: HEALTHCARE AND INFORMATION TECHNOLOGY ENABLED SERVICES (ITES)

Hospitals – Evolution of Hospital Industry – Nature of Service – Risk involved in
Healthcare Services –

marketing of medical services – Hospital extension services – Pharmacy, nursing –
Medical Transcription.

ITES: Introduction – Growth, Types, Job opportunities in ITES.

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