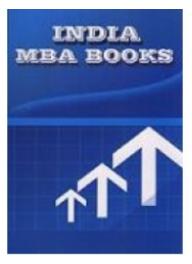
SERVICES MANAGEMENT



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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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