

**Punjab Technical University, Jalandhar**  
**M.Sc (Service Industry Management)**  
**Scheme of Syllabi ( 1<sup>st</sup> Semester )**

1<sup>st</sup> Semester

Course No	Subject	L	T	P	Maximum Marks	
					Int.	Ext.
MSM-01	Global Continental & Regional Emerging trends in Service Industry	4	-	-	40	60
MSM -02	Service Management Basics	4	-	-	40	60
MSM -03	Major Segments in Service Industry Management -I	4	-	-	40	60
MSM -04	Business Communication & Cross Cultural Management in Service Industry	4	-	-	40	60
MSM -05	Total Quality Management in Service Industry	4	-	-	40	60

2<sup>nd</sup> SEMESTER

Course No	Subject	L	T	P	Maximum Marks	
					Int.	Ext.
MSM-06	Strategic Mgt for Service Industry	4	-	-	40	60
MSM -07	Sales & Marketing Mgt in Services	4	-	-	40	60
MSM-08	Major Segments in Service Industry Management -II	4	-	-	40	60
MSM -09	Research Methodology & Mgt. Decisions	4	-	-	40	60
MSM-10	Customer care & Interpersonal Skills	4	-	-	40	60

## **SEMESTER I**

<b>PGS01-Global ,Continental and Regional Emerging trends in Service Industry</b>	
<b>Internal Marks:40</b>	<b>L T P</b>
<b>External Marks: 60</b>	<b>4 0 0</b>
<b>Total Marks: 100</b>	

- AN INTRODUCTION
- GLOBAL SCENARIO
- ASIAN SCENARIO
- INDIAN SCENARIO
- SERVICE INDUSTRY IN THE NEW MILLENNIUM: WORK AREAS & OPPORTUNITIES
- SERVICE INDUSTRY - BRIDGES FOR INNOVATION
- THE ECONOMIC ROLE OF SERVICE INDUSTRY
- MAJOR SERVICE HUBS IN ASIA
- Major Sectors of Service Industry

PGS02- Service Management Basics

**Internal Marks:40**  
**External Marks: 60**  
**Total Marks: 100**

**L T P**  
**4 0 0**

- **MANAGEMENT:** Definition , Need for Management , Management Process , Managerial Role , Types of Managers , Foyol's 14 Principles of Management
- **PLANNING:** Decision making model
- **ORGANISING :** Division of work , Departmentalization , Organizational hierarchy , Co-ordination
- **LEADING :** Motivation , Leadership , Team & Team Work , Communication , Negotiation (Concept & a Case-Study )
- **CONTROLLING :** Definition & Control Process

**PGS03- Major Segments in Service Industry Management–Paper I**  
**Internal Marks:40** **L T P**  
**External Marks: 60** **4 0 0**  
**Total Marks: 100**

- Hospitality
  1. Industry overview
  2. Leaders of Industry
  3. Work Opportunities
- Travel & Tourism
  1. Industry overview
  2. Leaders of Industry
  3. Work Opportunities
  
- Airlines
  1. Industry overview
  2. Leaders of Industry
  3. Work Opportunities
  
- Entertainment & Leisure Services
  1. Industry overview
  2. Leaders of Industry
  3. Work Opportunities
  
- ITES/BPOS
  1. Industry overview
  2. Leaders of Industry
  3. Work Opportunities
  
- Media/advertising & PR
  1. Industry overview
  2. Leaders of Industry
  3. Work Opportunities
  
- Transport services/Cruises/Car rentals
  1. Industry overview
  2. Leaders of Industry
  3. Work Opportunities
  
- Freight & Cargo
  1. Industry overview
  2. Leaders of Industry
  3. Work Opportunities

PGSO4 -Business Communication & Cross Cultural Management in Service  
Industry

**Internal Marks:40**

**External Marks: 60**

**Total Marks: 100**

**L T P**

**4 0 0**

- Communications Process Model
- Interpersonal Communications
- Speaking as a Communication Method
- Writing as a Communication Method
- Body Language
- Barriers to Interpersonal Communication
- Organizational Communication
- Cross-Cultural Communication

PGS05-Total Quality Management in Service Industry

**Internal Marks:40**

**L T P**

**External Marks: 60**

**4 0 0**

**Total Marks: 100**

- Nature of Quality
- Traditional Quality Management
- Modern Quality Management
- Quality Management Recognition
- Quality Control Tools
- Total Quality Management (TQM) Programs
- Quality Management in Services

***Case Study discussions***

## **SEMESTER II**

### **PGS06 Strategic Management for Service Industry**

**Internal Marks:40**

**L T P**

**External Marks: 60**

**4 0 0**

**Total Marks: 100**

- Basic Concepts of Strategic Management
- Strategy Formulation
- Strategy Implementation
- Strategy Evaluation and Control
- Case studies
  - Strategic Marketing
  - Strategic HRM
  - Strategic Management

**PGS07- Sales & Marketing Management in Services**

**Internal Marks:40**

**L T P**

**External Marks: 60**

**4 0 0**

**Total Marks: 100**

**Marketing-** Definition, Marketing Concepts, Mordern marketing concepts (Green marketing, Mobile marketing, Cross- cultural marketing, Web marketing , Tele marketing , Relationship marketing, Buzz marketing)  
Case Study discussion

**Marketing Management-** Market Segmentation-Targeting and Positioning, Marketing Mix Elements- 7 P's of marketing  
Case study discussion

**Sales Management-** Definition, sales person's role , prospect management , Buying process , AIDA's theory of selling, personal selling process , closing strategies , function of sales management,  
Case study discussion

**PGS08-Major Segments in Service Industry Management –Paper II**  
**Internal Marks:40** **L T P**  
**External Marks: 60** **4 0 0**  
**Total Marks: 100**

Retail , Banking ,Finance& Insurance,Entrepreneurship,Telecom, Event Management, Fitness (health,beauty care),HR Consultancy Education & Research

- Introduction : Global & Indian Scenario
- Leaders of Industry
- Entry Level Positions
- Duties of respective positions
- Skills required for respective positions

**PGS09- Research Methodology and Management Decisions**

**Internal Marks:40**

**External Marks: 60**

**Total Marks: 100**

**L T P**

**4 0 0**

- Introduction to Research Methodology
- Defining the Research Problem
- Research Design
- Sampling Design
- Methods and Techniques of Data Collection
- Processing and Analysis of Data
- Data Presentation and Analysis
- Report Writing and Presentation
- Role of Information Technology in Research

## **PGS10-Customer Care & Interpersonal Skills**

**Internal Marks:40**

**External Marks: 60**

**Total Marks: 100**

**L T P**

**4 0 0**

- Customer Care :Concepts,Types
- Customer Classification
- Service Provider
- Customer Care Concepts
- Key areas of customer care
- Customer Feedback, Feedback Tools
- Service Recovery Management
- Grooming and Etiquette
- Telephone Handling Skills
- Complaint Management
- Transactional Analysis in Customer Care
- Service Industry Case studies and Role Plays