

**Punjab Technical University, Jalandhar**  
**Post Graduate Diploma in 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. |
| PGS-01    | Global Continental & Regional Emerging trends in Service Industry      | 4 | - | - | 40            | 60   |
| PGS -02   | Service Management Basics  | 4 | - | - | 40            | 60   |
| PGS -03   | Major Segments in Service Industry Management -I                       | 4 | - | - | 40            | 60   |
| PGS -04   | Business Communication & Cross Cultural Management in Service Industry | 4 | - | - | 40            | 60   |
| PGS -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. |
| PGS-06    | Strategic Mgt for Service Industry                | 4 | - | - | 40            | 60   |
| PGS -07   | Sales & Marketing Mgt in Services                 | 4 | - | - | 40            | 60   |
| PGS -08   | Major Segments in Service Industry Management -II | 4 | - | - | 40            | 60   |
| PGS -09   | Research Methodology & Mgt. Decisions             | 4 | - | - | 40            | 60   |
| PGS -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