શ્રી ગોવિંદ ગુરૂ યુનિવર્સિટી

બી.કોમ. સેમેસ્ટર- 4

FC : Service Management

Objectives:

To make students acquainted with concept of service management .

Unit – I :

- Introduction to service marketing, Meaning, Definition, Features and Importance of Service Management.

Unit – II :

- Classification of services, Service Marketing management, Strategic Planning, managing demand & Supply.

Unit – III :

- Consumers in service industry, Service marketing mix.

Unit – IV :

- Service Product, Pricing in services, Service promotion, Place in services, People in services.

Reference Book :

1. Service Management : Vasanti Venugipal & Raggu V.N.: Himalaya Publication.