PROSPECTUS

Bachelor of Business Administration (Services Management)

Work-based Degree Program
by IGNOU in collaboration with MKCL

Indira Gandhi National Open University (IGNOU)
School of Management Studies
Block – C Academic Complex
Indira Gandhi National Open University
Maidan Garhi, New Delhi - 110068

Maharashtra Knowledge Corporation Limited (MKCL)
ICC Trade Tower, 'A' Wing, 5th Floor,
Senapati Bapat Road, Shivajinagar, Pune
411 016

BBA@Workplace
Work-based Degree by IGNOU & MKCL

Table of Contents

a. Pre-Admission Activities Schedule*

Steps	
Filling up Online Application	Mid-May – Mid July 2023
Preferences for Workplaces, Interviews by Industry, Selection	June – July 2023
Eligibility verification by the University, Filling up of University Admission Form along with Payment of Fees by selected candidates	As per University Schedule. Shall be announced soon.
Confirmation of admission by the University	As per University Schedule. Shall be announced soon.
Commencement of the program / Joining at Workplace provided by Industry Partner	After confirmation of admission by the University

This is a tentative schedule. Refer the website: ignou.mkcl.org for recent schedule

1 IGNOU- The Mega University

The Indira Gandhi National Open University was established by an Act of Parliament in 1985 to achieve the following objectives:

- Democratizing higher education by taking education to the doorsteps of the students,
- Providing access to high quality education to all those who seek it, irrespective of age, region, or formal qualifications,
- Offering need-based academic programmes by giving professional and vocational orientation to the courses,
- Promoting and developing distance education in India,
- Setting and maintaining standards in distance education in the country.

With a view to develop interdisciplinary studies, the University operates through Schools of Studies. Each School is headed by a Director who arranges to plan, supervise, develop and organize its academic programmes and courses in coordination with the School staff and the different academic, administrative and service wings of the University. The emphasis is on providing a wide choice of courses at different levels through various programmes. Currently IGNOU has following Schools of Studies:

- School of Agriculture

- School of Journalism and New Media Studies

● School of Computer and Information Sciences	● School of Law
● School of Continuing Education	● School of Management Studies
● School of Education	● School of Performing and Visual Arts
● School of Engineering and Technology	● School of Sciences
● School of Extension and Development Studies	● School of Social Sciences
● School of Foreign Languages	● School of Social Work
● School of Gender and Development Studies	● School of Tourism and Hospitality Services Management
● School of Health Sciences	● School of Translation Studies and Training
● School of Humanities	● School of Vocational Education and Training
● School of Interdisciplinary and Transdisciplinary Studies	

The University offers different programmes leading to Certificate, Diploma or Degree, covering conventional as well as innovative programmes. Most of these programmes have been developed after an initial survey of the demand for such studies. These programmes are launched with a view to fulfill the students' needs for:

- certification,
- improvement of skills,
- acquisition of professional qualifications,
- continuing education and professional development at workplace,

- self-enrichment, etc.

The University has made a significant mark in the areas of higher education, community education and continual professional development. The University has been networking with reputed public institutions and private enterprises for enhancing the educational opportunities being offered by it.

The University is committed to quality in teaching, research, training and extension activities, and acts as a national resource center for expertise and infrastructure in the ODL system.

2   The School of Management Studies

The School of Management Studies began its academic operations in 1987 with the launch of Diploma in Management as a pilot program of the University. The School today offers 10 programmes in Management and 13 programs in Commerce. The IGNOU Management Program is one of the leading Management Programs in the world and imparts quality flexible education at the doorstep of the learners at affordable cost.

The School follows a multimedia approach in program delivery. It comprises of self-learning printed course material packages, supporting audio-video programs, face to face interaction with academic counselors at study centers, assignment for assessment and feedback, telecast of video programs on Doordarshan, broadcast of audio / video programs through Gyan Vani (interactive radio counseling) and teleconferencing through Gyan Darshan and DTH. The School adopts many other learner friendly features available on IGNOU platform. The school has collaborated with various apex institutions to develop programs catering to the needs of specific target groups.

3   Maharashtra Knowledge Corporation Ltd (MKCL)

MKCL is a public limited company promoted by the department of Higher and Technical Education, Government of Maharashtra, India in 2001 to create new paradigm in education and development through universalization and integration of Information Technology in teaching, learning and educational management processes in particular and socio-economic transformative processes in general.

4   The Programme:

Programme Title : Bachelor of Business Administration (Services Management)
Programme Code : BBASM

School of Management Studies, IGNOU offers an innovative, Work-based BBA programme in Services Management in collaboration with Maharashtra Knowledge Corporation Ltd. (MKCL).

This program is being designed and developed for young aspiring professionals who want to pursue a bright career in the ever-growing Services Industry. The programme attempts to create a degree program for making quality manpower available to the Services Sector of India which is contributing substantially to the GDP. It recognizes and responds to the needs of well-equipped human resources, which is critical to the success of India's service sector economy.

This program is in the form of eLearning supported workplace provided by the industry partner wherein the learners get an intensive exposure, experience and practical skills under the guidance of mentor(s). It is an innovative learning through working paradigm with an attempt to seek a blend of the work environment and learning environment.

4.1 Salient features:

- Education, Experience & Earning at the same time.
- Practical experience in a company for 3 years while pursuing studies.
- Monthly stipend as indicated by the company
- 3 Years Degree Programme (2 semesters each year)
- The student will get a BBA degree from IGNOU & work experience certificate from the company on completion of the programme.
- Work-based e-Learning with mentoring by industry professionals
- Learning materials to be provided in a Smartphone

4.2 Eligibility:

In order to qualify for admission to this programme the applicant should:

1. Have passed 10+2 or equivalent from a government recognized institution.
2. Have attained at least 18 years of age at the time of admission.
3. Be working / willing to work in the service industry as a full time Intern / Apprentice / Employee.

Note: In point (i)- equivalent means 2-3 years' diploma course after 10th standard from a government recognized institution.

4.3 Admission process:

The applied candidate has to appear for the interview for industry internship which will be arranged by MKCL. After getting an internship the candidate has to apply to IGNOU for admission to this programme. Candidates already working with a company can apply for admission to this programme after seeking the consent from the company. After confirmation of the admission by the University the student will be given an enrolment number and admitted to the programme.

Step by step admission process is made available on the program website.

ignou.mkcl.org

4.4 Duration:

In order to qualify for the award of BBA (SM) degree the candidate shall be required to complete the full programme and pass the examination/s that may be prescribed by the IGNOU for the degree. The minimum duration of the Programme is 3 years and the maximum duration is 6 years.

Further, the student needs to complete all the work-based components of the programme (assignments and the internship reports) while s/he remains attached to the LCs for 3 years and can complete the rest of the programme including the TEE within the maximum period of 6 years.

4.5 Fee Structure:

The student has to pay the Fee during the period of the programme (i.e. 3 years) as follow:

Year	Fee Details

First Year	Total Fee: Rs. 20,500/-
	     Programme fee of Rs. 20,000/-
	     Registration fee of Rs. 300/-
	     Development fee of Rs. 200/-

Second Year	Programme fee of Rs. 20,000/-
Third Year	Programme fee of Rs. 20,000/-

In addition, the student also has to pay examination fees as per the University norms for appearing in the examination conducted by the University.

4.6 Credits System:

The programme will be of 132 credits. The weightage of each credit is 30 hours of study. Detailed credit weightage of each course can be seen from the 'Programme Structure Section'.

4.7 Mode of Delivery:

The Students of this program are required to be working in an organization offering real-life work-experience to them in various entry-level roles in any of the service sectors during the entire minimum duration of the programme (i.e. 3 years).

In addition to the work experience leading to practical skill mastery, the students are expected to study the theory through eLearning, books, eBooks, web resources, interactions and collaborations through e-Platform with peers and senior domain experts at workplace, reflections with remote mentors and industry practitioners on daily work / actions. Students are expected to acquire tacit knowledge through wholesome work at the workplace and explicit knowledge through theoretical studies from eLearning and other sources.

4.8 Learning Resources and Support:

As a part of the Learning Environment, students will be provided with the following resources by MKCL:

b. Study Material (eBooks, printed books*)
c. eLearning content comprising of Situation / scenario / case study / theory-based content
d. Student Login for eLearning platform with Learning Management Framework
e. Evidence based e-Assignment and e-Assessment Framework for continuous comprehensive evaluation
f. Access to Work-forum
g. Access to Blogs
h. Interaction sessions with mentors / domain experts / industry experts in online or face to face mode or any other suitable media for reflections on deriving meaning and value out of actions at workplace and discussions around actions and reflections
i. Student Smartphone for accessing eLearning content

*If a student requires a physical copy of the study material, s/he will be charged additionally for that.

- Workplace of the student will be the Learning Centre (LC) for the learner. Since a substantial part of the learning and assessment takes place through online mode, all the students will be provided with a laptop/smartphone (learning device).

- The Learner once registered, cannot change the Workplace in-between the degree program under any circumstances.

- In case University discontinues a Learning Center / Workplace, learners shall be transferred to another Workplace as per the rules stipulated by the University at that time and it will be binding for the learner.

- Medium of Instruction and Examination is English.

4.9   Teaching learning methodology:

4.9.1 Academic model and Learning environment

Academic model offers a unique learning environment to the learners, that comprises of
- A workplace for practical exposure provided by the industry partner
- An eLearning framework for Theory and
- Reflection sessions with working professionals as experts/mentors

4.9.2 Academic Process

- Students are enrolled for the three-year degree program through a selection process as explained in section 4.3 and are allotted a Workplace made available by the MKCL for three years. Workplace is allotted as per the selection criteria set by the industry at the time of admission.
- Learners work at the Workplace, i.e. perform the allotted tasks, and interact with teammates, seniors and get involved in their work.
- Before and after the expected working hours at the Workplace, Learners access MKCL's eLearning framework for Theory component of the degree program.
- Learners interact with mentors through online platforms.

4.9.3 Life of a Learner

Learners enrolled for this Program experience a life *full of challenges*. These challenges are in form of
- Everyday tasks allotted at the Workplace, and
- Scenario based challenges through eLearning

A typical day in the life of a Learner shall involve combination of following activities in general:

1. Complete routine / allotted tasks at the Workplace
    i. Complete allotted tasks
    ii. Interact with teammates
    iii. Interact with seniors
2. Login to MKCL's eLearning framework
    i. Take challenges and attempt to solve them
    ii. Participate and contribute to Work Forum
    iii. Interact with peers and mentors
    iv. Post questions on Work Forum and attempt to answer the questions / challenges posted by peers based on real-life work experience
    v. Update e-Portfolio based on the real-life work at the workplace

4.10 Programme Structure:

Three types of courses are included in this programme, as the focus of this programme is on the ability enhancement & work-based learning as well as to make students employable. The details of different categories of courses are:

Theory courses (18 courses)
Ability Enhancement courses (6 courses)
Work based courses (6 courses)

Semester-wise Programme Structure

Course Code	Semester	Course Name	Credits	Nature of Course
BSM001	Semester 1	Fundamentals of Management	4	Theory
BSM002	Semester 1	Basics of Marketing	4	Theory
BSM003	Semester 1	Written Communication Skills	4	Theory
BSMA001	Semester 1	Basic IT Skills	4	Ability Enhancement
BSMW001	Semester 1	Internship Report (Workbook)	6	Work based
Total credits			22	

Course Code	Semester	Course Name	Credits	Nature of Course
BSM004	Semester 2	Foundations of Services Marketing	4	Theory
BSM005	Semester 2	Focus on the Customer	4	Theory
BSM006	Semester 2	Understanding Customer Requirements	4	Theory
BSMA002	Semester 2	Communication and Soft Skills	4	Ability Enhancement
BSMW002	Semester 2	Internship Report (Workbook)	6	Work based
Total credits			22	

Course Code	Semester	Course Name	Credits	Nature of Course
BSM007	Semester 3	Understanding Human Behavior	4	Theory
BSM008	Semester 3	Basic Quantitative Techniques	4	Theory
BEVAE-181	Semester 3	Environmental Studies	4	Theory
BSMA003	Semester 3	Advanced IT Skills	4	Ability Enhancement
BSMW003	Semester 3	Internship Report (Workbook)	6	Work based
Total credits			22	

Course Code	Semester	Course Name	Credits	Nature of Course
BSM009	Semester 4	Introduction to Service Operations	4	Theory
BSM010	Semester 4	Service Design	4	Theory
BSM011	Semester 4	Service Quality and Improvement	4	Theory
BSMA004	Semester 4	Accounting as Information System	4	Ability Enhancement

BSMW004	Semester 4	Internship Report (Workbook)	6	Work based
Total credits			22	

Course Code	Semester	Course Name	Credits	Nature of Course
BSM012	Semester 5	Economy and Services	4	Theory
BSM013	Semester 5	Delivering and Performing Service	4	Theory
BSM014	Semester 5	Managing Service Operations - I	4	Theory
BSMA005	Semester 5	Data Processing and Reporting	4	Ability Enhancement
BSMW005	Semester 5	Internship Report (Workbook)	6	Work based
Total credits			22	

Course Code	Semester	Course Name	Credits	Nature of Course
BSM015	Semester 6	Managing Service Promises	4	Theory
BSM016	Semester 6	Managing Service Operations - II	4	Theory
BSM017	Semester 6	Service Entrepreneurship	4	Theory
BSMA006	Semester 6	Research Process	4	Ability Enhancement
BSMW006	Semester 6	Internship Report (Workbook)	6	Work based
Total credits			22	
Total number of credits in the programme			**132**	

Course-wise details are given in the subsequent section.

4.11 Evaluation system:

The evaluation methodology will consist of both Continuous Comprehensive Evaluation (CCE) and Term End Examination (TEE). Marking system will be followed in this programme. Weightage of Continuous Comprehensive Evaluation (CCE) and Term End Examination (TEE) for different courses are as follows:

		CCE		TEE
● Theory courses (BSM) & (BEVAE-181) :		30%	:	70%
● Ability Enhancement courses (BSMA) :		50%	:	50%
● Work-based courses (BSMW) Internship Report (work books)	:	-	:	100%

The CCE component includes knowledge assessment, work assessment, and conduct assessment. For this purpose, technology enabled methodology will be used and the evidences are recorded. The continuous comprehensive evaluation methodology involves:

i. 'Work ratings' by completing assigned work at their stipulated workplace, as per industry norms.
ii. 'Knowledge ratings' by studying theory by accessing eLearning resources, etc. and solving evidence-based e-Assignments and e-Assessments.
iii. Various attributes such as Ethical conduct, adherence to values, self-discipline, punctuality, and cooperative attitude at the workplace are considered for the award of 'conduct ratings.

CCE comprises Work Ratings (30% weightage), Conduct Ratings (20% weightage) and Knowledge Ratings (50% weightage).

Term End Examination will be held in June and December.

Examination Form should be filled up online only and submitted through IGNOU website www.ignou.ac.in as per the schedule uploaded on university website from time to time.

The acceptance of Exam Form begins from 1st March (for June TEE) and 1st September (for December TEE). For the last date of filling the Exam Form please visit the university website.

A Student can appear in TEE only after submitting the CCE component.

Examination fee per course as per University rules.

Term-End Examination will be conducted by the University at its designated examination centers.

Students have to pass in both the CCE and TEE components separately with at least 35% marks.

Depending upon the overall percentage of marks secured by the student the final division of the programme shall be awarded as follows:

1st Division   :   60% and above.
2nd Division   :   50% to 59.99%
Pass   :35% to 49.99%
Fail   :   below 35%

5   University Rules

The University reserves the right to change the rules from time to time. Latest rules will be applicable to all the students irrespective of the year of their registration.

5.1   Simultaneous Registration:

Students who are already enrolled in a programme of one year or longer duration can also simultaneously register themselves for any Certificate programme of 6 months' duration. However, if there is any clash of dates of counseling or examination schedule between the two programmes taken, University will not be in a position to make adjustments.

Simultaneously, pursuing two academic Programmes either from the same University, or one from the Open University (under ODL mode) and the other from Conventional University (regular or face-to-face mode) is not permitted, as of now, except Certificate Programme.

5.2   Refund of Fee:

Fees once paid will not be refunded under any circumstances. It is also not adjustable against any other programme of this University. However, in cases where University denies admission, the programme fee will be refunded after deduction of processing fee.

5.3   Correction/Change of Name/Surname of Learner:

Spelling mistakes, if any, committed at the time of data entry stage will be rectified by the Student Registration Division (SRD). However, Learners are expected to write their correct name (as indicated in the High School Certificate) in the Admission Form. In case any change in the name (other than the one mentioned in his/her High School Certificate), then it is mandatory for the prospective learners to furnish legal evidence of having changed his/her name/surname while submitting the admission form.

For Change of Name/Surname, after confirmation of admission, the learners are required to submit the following documents to Registrar SRD, IGNOU

i.   Original copy of Notification in a daily newspaper notifying the change of name;
ii.   Affidavit, in original, on non-judicial Stamp Paper of the appropriate value sworn in before 1st Class Magistrate specifying the change in the name;
iii. Marriage Card/Marriage Certificate in case of women candidates for change in surname;
iv.   Gazette Notification, in original, reflecting the change of name/surname;
v.   Demand Draft of Rs. 400/- drawn in favor of IGNOU payable at New Delhi.

Requests for correction and/or change of Name/Surname will be entertained only before completion of the programme.

5.4 Recognition:

IGNOU Degrees/Diplomas/Certificates are recognized by all member Universities of the Association of Indian Universities (AIU) and are at par with Degrees/Diplomas/Certificates of all Indian Universities/Institutions.

6 Details of course-wise outlines

<u>**SEMESTER – I**</u>

<u>**Tentative Course Outlines**</u>

BSM001: FUNDAMENTALS OF MANAGEMENT

Block-1	**Introduction to Management**
	Unit 1: Management: Science or Art
	Unit 2: Management and Administration
	Unit 3: Levels of Management
Block-2	**Functions of Management Process**
	Unit 4: Management Process
	Unit 5: Planning and Organizing
	Unit 6: Leading and Controlling
Block-3	**Management by Objectives**
	Unit 7: Strategies and Tactics
	Unit 8: Policies and Planning
	Unit 9: Forecasting and Decision Making
Block-4	**Cases**

BSM002: BASICS OF MARKETING

Block-1	**Fundamentals of Marketing**
	Unit 1: Introduction to Marketing
	Unit 2: Segmenting, Targeting and Positioning
	Unit 3: Consumer Behaviour
	Unit 4: Marketing Mix
Block-2	**Marketing Communication**
	Unit 5: Types of Marketing Communication
	Unit 6: Advertising, Sales Promotion and Public Relation
	Unit 7: Integrated Marketing Communication
Block-3	**Marketing Management Today**
	Unit 8: The Great Indian Market
	Unit 9: Issues and Challenges in Marketing in India
	Unit 10: Marketing as a Process
Block-4	**Cases**

BSM003: WRITTEN COMMUNICATION SKILLS

Block-1   **Basics of Written Communication**
         Unit 1: Importance of Communication
         Unit 2: Process of Communication
         Unit 3: Barriers of Written Communication

Block-2   **Business Correspondence**
         Unit 4: Letter Writing and Social Correspondence
         Unit 5: Quotations, Orders and Tenders
         Unit 6: Memos, Notices, Agendas, and Minutes of Meeting

Block-3   **Report Writing**
         Unit 7: Types of Reports
         Unit 8: Process of Writing Reports
         Unit 9: Checklists for reports

Block-4   **Cases**

BSMA001: BASIC IT SKILLS

Block-1
         Unit 1: Operating System
         Unit 2: Internet
         Unit 3: Applications

Block-2
         Unit 4: Word Processing
         Unit 5: Presentation Graphics
         Unit 6: Applications

Block-3
         Unit 7: Spreadsheets
         Unit 8: Personal Information Manager
         Unit 9: Applications

Block-4   **Cases**

BSMW001: INTERNSHIP REPORT (WORKBOOK)

BSM004: FOUNDATIONS OF SERVICES MARKETING

Block-1	**Introduction to Services Marketing**
	Unit 1:Service and Technology
	Unit 2: Services - Characteristics and Marketing Mix
	Unit 3:Services and Services Marketing
Block-2	**The GAPS model of service quality**
	Unit 4:Listening and Service Design Gaps
	Unit 5:The service performance gap
	Unit 6:The communication gap
Block-3	**The financial and economic impact of service**
	Unit 7:Service and profitability
	Unit 8:Customer perceptions of service quality
	Unit 9:Key drivers of service quality
Block-4	**Cases**

BSM005: FOCUS ON THE CUSTOMER

Block-1	**Customer expectations of service**
	Unit 1:Service Expectations
	Unit 2:Factors influencing customer expectations of service
	Unit 3:Issues involving customers' service expectations
Block -2	**Customer perceptions of service**
	Unit 4:Customer satisfaction
	Unit 5:Service quality
	Unit 6:E-service quality and customer effort
Block-3	**Service encounters**
	Unit 7:Customer perceptions of service encounters
	Unit 8:The importance of encounters
	Unit 9:Types of service encounters
Block-4	**Cases**

BSM006: UNDERSTANDING CUSTOMER REQUIREMENTS

Block-1   **Listening to customers through research**
            Unit 1:Using customer research to understand expectations
            Unit 2:Elements of effective service marketing research
            Unit 3:Analyzing customer research findings

Block-2   **Building customer relationships**
            Unit 4:Relationship marketing
            Unit 5:Relationship value of customers
            Unit 6:Relationship development strategies and challenges

Block-3   **Service recovery**
            Unit 7:The impact of service failure and recovery
            Unit 8:Service recovery strategies
            Unit 9:Service guarantees

Block-4   **Cases**

BSMA002: COMMUNICATION AND SOFT SKILLS

Block-1   **Communication Skills**
            Unit 1: Effective Communication
            Unit 2: Listening Skills
            Unit 3: Non-Verbal Communication
            Unit 4: Interpersonal Communication
            Unit 5: Presentations
            Unit 6: Interviews
            Unit 7: Technology Mediated Communication
            Unit 8: Communication within a Group
            Unit 9: Email Communication
            Unit 10: Written Communication Formats
            Unit 11: Social Skills
            Unit 12: Public Speaking Skills
            Unit 13: Customer Relationship Management
            Unit 14: Visual Communication
            Unit 15: Mass Communication

Block -2   **Soft Skills**

Unit 16: Psychology of success

Unit 17: Being Sensitive

Unit 18: Self-Awareness and Self-Acceptance

Unit 19: Self-Management

Unit 20: Time Management

Unit 21: Smart Goal Setting

Unit 22: Decision Making

Unit 23: Being Flexible

Unit 24: Interpersonal Relationships

Unit 25: Collaboration and Cooperation

Unit 26: Positive Health

Unit 27: Ethics and Values

Unit 28: Problem Solving

Unit 29: Emotional Intelligence Quotient

BSMW002: INTERNSHIP REPORT (WORKBOOK)

SEMESTER – III

BSM007: UNDERSTANDING HUMAN BEHAVIOUR

Block-1 **Human Behavior and Processes**

Unit 1: Behavior, Personality and Values

Unit 2: Workplace Emotions, Attitudes and Stress

Unit 3: Foundations of Employee Motivation

Block-2 **Team Processes**

Unit 4: Communicating in Teams and Organizations

Unit 5: Leadership in Organizational Settings

Unit 6: Conflict and Negotiation in the Workplace

Block-3 **Organizational Processes**

Unit 7: Organizational Structures

Unit 8: Organizational Culture

Unit 9: Organizational Change

Block-4 **Cases**

BSM008: BASIC QUANTITATIVE TECHNIQUES

Block-1   Introduction to Business Statistics

Unit 1: Meaning, Scope and Importance

Unit 2: Type of data and data sources

Unit 3: Frequency distribution, charts and graphs

Block-2   Basic Statistics

Unit 4: Measures of Central tendency

Unit 5: Measures of dispersion, skewness, standard deviation

Unit 6: Probability

Unit 7: Normal distribution and sampling distribution

Block-3   Basic Business Mathematics

Unit 8: Mathematics for Business – I

(Interest, Depreciation, NPV, etc.)

Unit 9: Mathematics for Business – II

Block-4   Cases

BEVAE-181: ENVIRONMENTAL STUDIES

BSMA003: ADVANCED IT SKILLS

Block-1

Unit 1: Advanced Excel

Unit 2: Apply Custom Formats and Layouts

Unit 3: Create advanced formulas

Unit 4: Use Scenarios

Unit 5: Pivot tables & charts

Unit 6: Manage and Share Workbooks

Block-2

Unit 7: Productivity tools

Unit 8: Google Suite for collaboration

Unit 9: Task planning and prioritization tools

BSMW003: INTERNSHIP REPORT (WORKBOOK)

<u>**Semester – IV**</u>

BSM009: INTRODUCTION TO SERVICE OPERATIONS

Block-1	**Introduction**
	Unit 1:Concept, roles and responsibilities of Operations Manager
	Unit 2:History and recent trends
Block-2	**Capacity and Facility Planning**
	Unit 3:Capacity Management
	Unit 4:Facility Location and Layout
	Unit 5:Materials Management
Block-3	**Quality Management**
	Unit 6:Quality and Productivity
	Unit 7:Just in Time (JIT)
	Unit 8:Total Quality Management
Block-4	**Cases**

BSM010: SERVICE DESIGN

Block-1	**Service Innovation and Design**
	Unit 1:Considerations and types of service innovation
	Unit 2:Stages in service innovation and development
	Unit 3:Service blueprinting
Block-2	**Customer-Defined Service Standards**
	Unit 4:Factors necessary for appropriate service standards
	Unit 5:Types of customer-defined service standards
	Unit 6:Development of customer-defined service standards
Block-3	**Physical Evidence and the Servicescape**
	Unit 7:Physical evidence and services capes
	Unit 8:Framework for understanding servicescape effects and behavior
	Unit 9:Guidelines for physical evidence strategy

Block-4   **Cases**

BSM011: SERVICE QUALITY AND IMPROVEMENT

Block-1   **Service Quality**
          Unit 1:Defining and Measuring Service Quality
          Unit 2:Quality Service by Design
          Unit 3:Achieving Service Quality

Block-2   **Process Improvement**
          Unit 4:Quality and Productivity Improvement Process and Tools
          Unit 5:Benchmarking and Improvement Programs
          Unit 6:Six Sigma and Lean Service

Block-3   **Service Facility Location**
          Unit 7:Strategic Location Considerations
          Unit 8:GIS and Facility Location Modeling Considerations
          Unit 9:Facility Location Techniques

Block-4   **Cases**

BSMA004: ACCOUNTING AS INFORMATION SYSTEM

Block-1   **Accounting: An Introduction**
          Unit 1:Accounting: Meaning, Objectives, Advantages and Limitations
          Unit 2: Distinction between bookkeeping and accounting

Block-2   **Accounting Information System**
          Unit 3:Source Documents: Invoices, Credit Notes, Vouchers
          Unit 4:Maintaining Company Data
          Unit 5:Inventory, Payroll, and TDS
          Unit 6:Accounting Reports

Block-3   **Generating Reports with Tally**
          Unit 7:Tally and Accounting Reports
          Unit 8:Introduction to GST in Tally
          Unit 9:GST Reports using Tally

Block-4   **Cases**

BSMW004: INTERNSHIP REPORT (WORKBOOK)

<u>**SEMESTER – V**</u>

BSM012: ECONOMY AND SERVICES

Block-1	**The Service Economy**	

Unit 1:Role of Services in an Economy
Unit 2:Nature of Service Sector
Unit 3:Characteristics of Service Operations

Block-2   **Sector Study 1 - Traditional and Established Sectors**

Unit 4:Roles in Service Sector
Unit 5:Functions in the Service Sector
Unit 6:Processes in Service Sector

Block-3   **Sector Study 2 - New and Upcoming Sectors**

Unit 7:Roles in Service Sector
Unit 8:Functions in the Service Sector
Unit 9:Processes in Service Sector

Block-4   **Cases**

BSM013: Delivering and Performing Service

Block-1   **Employee's role in service**

Unit 1:Service culture
Unit 2:Role of employees and boundary-spanning roles
Unit 3:Strategies for delivering service quality through people

Block-2   **Customers' role in service**

Unit 4:Importance of customers in service co-creation
Unit 5:Customers' roles and self-service technologies
Unit 6:Strategies for enhancing customer participation

Block-3   **Managing demand and capacity**

Unit 7:Lack of inventory capability

Unit 8:Strategies for matching capacity with demand

Unit 9:Waiting line strategies

Block-4   **Cases**

BSM014: MANAGING SERVICE OPERATIONS - I

Block-1   **Service Supply Relationships**

Unit 1:Supply Chain Management & Service Relationships

Unit 2:Social Media in Services and Professional Service Firms

Unit 3:Outsourcing Services

Block-2   **Globalization in Services**

Unit 4:Domestic Growth and Expansion Strategies

Unit 5:Globalization of Services

Unit 6:Global Service Strategies

Block-3   **Managing Capacity**

Unit 7:Strategies for Managing Capacity

Unit 8:Yield Management

Block-4   **Cases**

BSMA005: DATA PROCESSING AND REPORTING

Block-1

Unit 1:Create Advanced Charts

Unit 2:Create Dashboards using Excel

Block-2

Unit 3:Google Data studio

Unit 4:Using Google Data Studio for Data Analytics

BSMW-005: INTERNSHIP REPORT (WORKBOOK)

Semester – VI

BSM015: MANAGING SERVICE PROMISES

Block-1 Integrated marketing communications
Unit 1: Coordination in marketing communication and challenges
Unit 2: Addressing service intangibility
Unit 3: Managing service promises

Block-2 Pricing of Services
Unit 4: Customer knowledge of service prices
Unit 5: Cost and Competition-Based pricing
Unit 6: Demand-Based pricing

Block-3 Pricing and Value
Unit 7: Pricing for customer-perceived value
Unit 8: Pricing for all-value and Quality-Based customer perception
Unit 9: Pricing for value equal to customer spend
Block-4 Cases

BSM016: MANAGING SERVICE OPERATIONS - II

Block-1 Managing Waiting Lines
Unit 1: The Economics of Waiting and Managing Customer Waiting
Unit 2: Calling Population and Arrival Process
Unit 3: Queuing Configuration, Discipline, and Service Processes
Block-2 Capacity Planning and Basic Queuing Models
Unit 4: Capacity Planning & Basics of Analytical Queuing Models
Unit 5: Types of Analytical Queuing Models
Unit 6: Capacity Planning Criteria
Block-3 Computer Simulation
Unit 7: Systems Simulation
Unit 8: Generating Random Variables and Discrete-Event Simulation
Unit 9: Service Model Simulation Software

Block-4   Cases

BSM017: SERVICE ENTREPRENEURSHIP

Block-1   Service Sector Entrepreneurship Opportunities
        Unit 1: Service Sector: Opportunities and Challenges
        Unit 2: Sensing Business Opportunity and Identifying Solution
        Unit 3: Entrepreneurship Development

Block-2   Business Plan and Sources of Capital
        Unit 4: From Opportunity to Business Plan
        Unit 5: From Business Plan to Funding
        Unit 6: Government Programmes for Entrepreneurship

Block-3   Growing a service company
        Unit 7: Strategies for growth
        Unit 8: Growth from external sources
        Unit 9: Developing a company vision

Block-4   Cases

BSMA006: RESEARCH PROCESS

Block-1
        Unit1: Introduction to Research
        Unit2: Types of Research (Primary and Secondary Research)
        Unit3: Data Collection

Block-2
        Unit 4: Surveys
        Unit 5: Sampling
        Unit 6: Focus Groups

Block-3
        Unit 7: Questionnaire design and administration
        Unit 8: Research Report Writing
        Unit 9:   Ethics in Research

BSMW006: INTERNSHIP REPORT (WORKBOOK)