



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)**

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**BBA @
Workplace**

Work-based Degree by IGNOU & MKCL

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a. Pre-Admission Activities Schedule*

Steps	
Filling up Online Application	15 March 2024 – 15 Jun 2024
Preferences for Workplaces, Interviews by Industry, Selection	30 June
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:

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:

	<u>CCE</u>		<u>TEE</u>
• 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:

1 st Division	:	60% and above.
2 nd 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

SEMESTER – I

Tentative Course Outlines

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)

SEMESTER – II

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)**Semester – IV****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)

SEMESTER – V

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**
Unit 1: Introduction to Research
Unit 2: Types of Research (Primary and Secondary Research)
Unit 3: 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)