



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	Dec 2025 – Jan 2026
Preferences for Workplaces, Interviews by Industry, Selection	Dec 2025 – Jan 2026
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

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: <https://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. 18,700/- Programme fee of Rs. 18,000/- Registration fee of Rs. 300/- Development fee of Rs. 400/-
Second Year	Rs. 18,000/-
Third Year	Rs. 18,000/-

University reserves the right to review and revise the program fees and the same will be updated in the latest prospectus.

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

*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. The Learner once registered, cannot change the Workplace in-between the degree program.

- 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 servicescapes

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**
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)