

Name of College: S. R. Luthra Institute of Management								
Faculty	Management			Program	Master of Business Administration (M.B.A.)			
Year	II			Version	1.0			
Semester	4			Effective From	June 2024			
Course Code	MGMB17402	Course Name	HR in Service Sector (HRSS)					
Teaching Scheme				Examination Scheme				
Credits	Lecture (L)	Tutorial (T)	Practical (P)	ME	CE	SE	V	Total
4	4	0	0	30	40	50	---	120

Course Outcomes:

CO1	Examine concept and importance of service sector.
CO2	Determine the significance of human element in delivering quality services.
CO3	Assess the challenges & issues of HR in service sectors.
CO4	Evaluate the role of HR in global service industry.
CO5	Develop skills to apply HRM concepts to different types of service organizations.

Mapping Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	3	3	2
CO2	2	2	3	2	3	2
CO3	2	3	2	2	2	2
CO4	2	3	2	3	2	2
CO5	3	3	2	3	3	2

Sr. No	Module	Description	CO	Marks	Hours
1	I	<p>Service Sector Overview:</p> <ul style="list-style-type: none"> • Services: Meaning, Features, Classification of Services: End User, Degree of Tangibility, People Based Services, Expertise Required, Orientation Towards Profit, By Location • Service Sector Management: Meaning, Significance of Service Sector, Reasons for Growth in Service Sector • Service Culture in Organization: Meaning, Developing Service Culture in Organization • Role of Service Employee • Service Encounter and Moment of Truth: Meaning, Nature, Elements of Service Encounter 	1	10	8
2	II	<p>Managing HR in Service Sector:</p> <ul style="list-style-type: none"> • Human Element in Service Sector: Introduction, Role and Significance, The Services Triangle • Front Line Employees / Boundary Spanners: Meaning, Issues Faced by Front Line Employees: Person/ Role Conflicts, Organization/ Client Conflicts, Interclient Conflict • Emotional Labour: Meaning, Strategies for Managing Emotional Labour • Recruitment in Service Sector: Recruiting Right People, Recruitment Procedures and Criteria, Challenges in Recruitment in Service Sector • Selection of Employees in Service Sector: Interviewing Techniques: Abstract Questioning, Situational Vignette, Role Playing • Develop People to Deliver Service Quality • Motivating Employees for Services • Empowerment of Service Workers: Meaning, Advantages and Limitations 	2,5	14	10
3	III	<p>Challenges of HR in Service Sector:</p> <ul style="list-style-type: none"> • Quality Issues in Services: Meaning and Dimensions of Service Quality, The Service – Gap Model, Reasons and Strategies to Fill the Gaps • Delivering Services through Agents and Brokers: Meaning, Advantages, Challenges, Strategies for Effective Service Delivery through Agents and Brokers • HRM in Public Sector Organizations and Non-Profit Sector in India • Issues and Challenges of HR in Specific Services: Business and Professional Services: Banking and Insurance, Legal, Accountancy • Infrastructure: Roads, Railways, Power Public Services: Police, Defence, Disaster Management • Trade Services: Wholesale and Retail, Advertising, Maintenance and Repairs Personnel Services: Education, Health Care, Hotels Social and Charitable Services 	3,5	14	12

4	IV	HRP Evaluation, Attrition, Retention & Globalization:	4,5	12	10
		<ul style="list-style-type: none"> • Human Resource Planning Evaluation in Service Sector: Meaning, HRP Evaluation Process, Purpose of HRP Evaluation in Service Sector, Issues Influencing HRP Evaluation in Service Sector • Service Leadership: Meaning, Integrating Marketing Operation and Human Resources, Creating a Leading Service Organization, The Service–Profit Chain Model • Attrition in Service Sector: Meaning, Reasons for Attrition in Service Sector, Cycle of Failure, Cycle of Mediocrity and Cycle of Success • Retaining the Best People in Service Sector: Including Employees in Company’s Vision, Treat Employees as Customers, Measure and Reward String Service Performers • Globalization of Services: Meaning, Reasons for Globalization of Services, Impact of Globalization on Indian Service Sector. Organisational Effectiveness, Ways to Enhance Organisational Effectiveness 			

References:

Books:	
1.	C. Bhattacharya. <i>Service Sector Management: An Indian Perspective</i> . Jaico Publishing House.
2.	Rakhi Bhattacharya, Rajiv S. Mishra. <i>HRM in Service Sector Management</i> . Himalaya Publishing.
3.	Joseph Martocchio. <i>Human Resource Management</i> . Pearson.
4.	R. Luis, Gomez Mejia, David B Balkin, Robert L Cardy. <i>Managing Human Resources</i> . Pearson
5.	Gary Desller. <i>Fundamentals of Human Resource</i> . Pearson
Newspapers / Magazines / Journals:	
1.	Harvard Business Review
2.	HRM Review
3.	People Matters
4.	Human Resource Today
5.	Human Capital