

# Online BBA in Service Management

The online BBA in Service Management focuses on the principles and practices essential for managing service-oriented businesses. Students explore customer service strategies, service quality management, and operational efficiency. The program covers a variety of service industries, including hospitality, healthcare, and customer service management. Emphasising both theoretical knowledge and practical application, the curriculum prepares students to enhance service delivery and improve customer satisfaction. Graduates are equipped to take on leadership roles in service management, ensuring they can effectively manage and innovate in service-driven environments.

## Syllabus of Online BBA in Service Management

<b>1<sup>st</sup> Semester Syllabus of Online BBA in Service Management</b>	<b>2<sup>nd</sup> Semester Syllabus of Online BBA in Service Management</b>
Fundamentals of Management	Foundations of Services Marketing
Basics of Marketing Management	Customer Focus
Written Communication Skills	Understanding Customer Requirements
Basic Computer Skills	Communication and Soft Skills

<b>3<sup>rd</sup> Semester Syllabus of Online BBA in Service Management</b>	<b>4<sup>th</sup> Semester Syllabus of Online BBA in Service Management</b>
Understanding Human Behaviour	Accounting as Information System
Quantitative Techniques	Introduction to Service Operations
Business Environmental Studies	Service Design
Advanced IT Skills	Service Quality and Improvement

<b>5<sup>th</sup> Semester Syllabus of Online BBA in Service Management</b>	<b>6<sup>th</sup> Semester Syllabus of Online BBA in Service Management</b>
Economy and Services	Entrepreneurship in Service
Managing Service Operations – I	Managing Service Operations – II
Delivering and Performing Services	Managing Service Promises
Data Processing and Reporting	Research Methodology
	Internship Report (Workbook)

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