M.COM. PART IV – SEMESTER IV

SERVICE INDUSTRY

Total Credits: 4 | University of Mumbai | NEP 2020

Course	SERVICE INDUSTRY
Credits	4
Structure	2 Modules × 2 Units
Assessment	100 Marks (50 University + 50 College)

Module I

Unit 1: Service Industries

- Definition and scope of the service industry.
- Importance of the service industry in the global economy.
- Types of Service Industries and their contribution in economy.
- Hospitality and tourism.
- Healthcare and wellness.
- Financial services.
- Education and training.
- Information technology and software services.

Unit 2: Service Industry Operations

- Service design and development.
- Service delivery and execution.
- Service quality management.
- Customer relationship management.
- Supply chain management in services.

Module II

Unit 3: Human Resources in the Service Industry

- Recruitment and selection in services.
- Training and development for service staff.
- Performance management and appraisal.
- Employee engagement and retention.
- Diversity and inclusion in service organizations.

Unit 4: Marketing and Sales in the Service Industry

- Service marketing strategies.
- Branding and positioning in services.
- Pricing strategies for services.
- Sales and revenue management in services.
- Digital marketing for service industries.

Source: University of Mumbai, M.Com. (Business Management), Semester IV, NEP 2020 syllabus, effective from Academic Year 2024–25, as provided in the uploaded document.