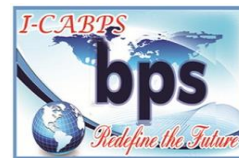




**NALLAMUTHU GOUNDER  
MAHALINGAM COLLEGE  
(AUTONOMOUS)**



**Re-Accredited by NAAC & ISO 9001:2015 Certified  
Affiliated to Bharathiar University, Coimbatore  
Pollachi, Tamil Nadu.**

**Phone: 04259-234870,234868**

**WWW: ngmc.org, Email: ngm@ngmc.org**

**U.G.DEPARTMENT OF COMMERCE-BPS (S.F)**

**VALUE ADDED COURSE**

**22 UBP 6VA - DYNAMICS OF SERVICE SECTOR**



## **HISTORY**

The U.G. Department of Commerce - Business Process Services has been established in the year 2014. This industry integrated, unique three years full time B.COM.BPS degree programme focuses on developing proficiency in commerce and business processes.

## **VISION**

“Our dream is to excel in quality education to make the students academically superior and acquire corporate level knowledge to work in any situations by providing the quality education.”

## **MISSION**

“Our department provides quality education of global standard by updating the curriculum in regular intervals with the corporate bodies to make the students, academically strong with realized spirit of adventurous sociality committed and culturally rich citizens”.

### **DYNAMICS OF SERVICE SECTOR**

## **INTRODUCTION**

The "Dynamics of Service Sector" course provides a comprehensive overview of the rapidly evolving service industry. In today's global economy, the service sector plays a pivotal role, encompassing a wide range of businesses including hospitality, tourism, healthcare, information technology, and more. This Value Added Course (VAC) explores the unique challenges and opportunities within this dynamic sector.

## **SCOPE OF COURSE**

This course offers insights into various facets of the service sector, covering topics such as customer service management, service design and delivery, service marketing, and quality management. With the service industry witnessing exponential growth worldwide, there is a rising demand for professionals equipped with specialized knowledge and skills in service sector dynamics.

## **NATURE OF COURSE**

Duration: 30 hours (conducted during post-college hours)

Level: Certificate

Eligibility: Undergraduate degree or equivalent

## **OBJECTIVE OF THE COURSE**

- Enhance employability and entrepreneurial skills in the service industry.
- Develop an understanding of customer-centric strategies and service innovation.
- Explore the latest trends and challenges shaping the service sector.
- Acquire knowledge of best practices in service management and delivery.

## **OUTCOME OF THE COURSE**

Upon completion of this course, participants will be able to:

- Understand the dynamics of service sector markets and consumer behavior.
- Develop strategies for delivering exceptional customer experiences.
- Identify opportunities for service innovation and differentiation.
- Implement quality management practices to ensure service excellence.

## **WHO CAN TAKE UP THIS COURSE?**

This course is suitable for students interested in pursuing careers in service-oriented industries such as hospitality, tourism, healthcare, retail, and information technology. Whether you aspire to work in customer service management, service design, or service marketing, this course provides valuable insights and skills for success.

## **BENEFITS FOR PARTICIPANTS**

- Gain a competitive advantage in the job market with specialized knowledge in service sector dynamics.
- Explore diverse career opportunities in service-related industries, including roles in customer experience management, service design, and service quality assurance.
- Join a growing community of service professionals driving innovation and excellence in the service sector.

## **POTENTIAL JOB ROLES**

- Customer Experience Manager
- Service Design Consultant
- Hospitality Manager
- Tourism Coordinator
- Healthcare Administrator
- Retail Operations Manager
- Information Technology Service Manager
- Quality Assurance Specialist
- Service Marketing Manager
- Service Innovation Analyst

|                                                             |            |                           |    |                            |                                                     |           |
|-------------------------------------------------------------|------------|---------------------------|----|----------------------------|-----------------------------------------------------|-----------|
| <b>Programme code:</b>                                      | B.COM- BPS |                           |    | <b>Programme Title :</b>   | Bachelor of Commerce<br>(Business Process Services) |           |
| <b>Course Code:</b>                                         | 22UBP6VA   |                           |    | <b>Title :</b>             | <b>Batch :</b>                                      | 2022-2025 |
|                                                             |            |                           |    | Value Added Course- II     | <b>Semester</b>                                     |           |
| <b>Lecture Hrs./Week<br/>or<br/>Practical<br/>Hrs./Week</b> |            | <b>Tutorial Hrs./Sem.</b> | 30 | Dynamics of Service Sector | <b>Credits:</b>                                     | 2         |

**Course Objective**

To improve the employability and entrepreneurial skills of students

**Course Outcomes**

|    |                                                                                                                             |     |
|----|-----------------------------------------------------------------------------------------------------------------------------|-----|
| K1 | understand the services sectors process                                                                                     | CO1 |
| K2 | develop knowledge of high customer satisfaction levels, increased revenue and positive word-of-mouth reputation.            | CO2 |
| K3 | Analyze the dynamics of services sectors.                                                                                   | CO3 |
| K4 | demonstrate the skills needed to develop ideas and make decisions based on proper research, analysis and critical thinking. | CO4 |
| K5 | Analyze the services sectors process, exclusively the key activities and relationships.                                     | CO5 |

| Units           | Content                                                                                                                                                                                                                                                                             | Hrs       |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>Unit I</b>   | <b>TRAVEL AND TOURISM:</b> Prospects – features – careers – bright side of tourism in this pandemic - demand and supply side of tourism - MICE - trends in tourism, courses and skills required for successful career.                                                              | 10        |
| <b>Unit II</b>  | <b>HOTEL &amp; HOSPITALITY:</b> Prospects and trends in hospitality industry - types of hotels - various careers in hospitality sector - core and secondary departments and its functions in hotel industry - educational qualification and skills required - how to start a hotel. | 10        |
| <b>Unit III</b> | <b>MEDIA SERVICES:</b> Introduction to media - importance of media services - beneficiaries of media services -effectiveness of media in today's era - relevance and prospects of media - censorship and careers in media .                                                         | 10        |
|                 | <b>Total Contact Hrs</b>                                                                                                                                                                                                                                                            | <b>30</b> |

NOTE: Theory 100%

**Pedagogy**

Direct Instruction, Flipped Class, Digital Presentation

**Assessment Method**

Seminar, Quiz, Assignment, Group Task

**Text Book**

**B.COM- BPS (2022-2025 BATCH)**

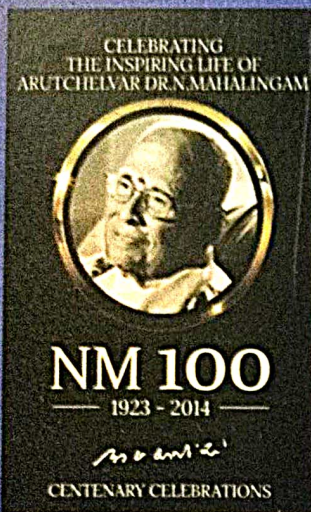
| S.NO | AUTHOR            | TITLE OF THE BOOK                         | PUBLISHERS \ EDITION        | YEAR OF PUBLICATION |
|------|-------------------|-------------------------------------------|-----------------------------|---------------------|
| 1    | Gaurav Nayyar     | The Service Sector in India's Development | KINDLE EDITION              | 2014                |
| 2    | Talluru Sreenivas | Service Sector in Indian Economy          | Discovery Publishing House, | 2006                |

**Reference Books**

| S.NO | AUTHOR                                                                       | TITLE OF THE BOOK                                                                                     | PUBLISHERS \ EDITION                | YEAR OF PUBLICATION |
|------|------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|-------------------------------------|---------------------|
| 1    | <u>Shashanka Bhide</u><br><u>V.N. Balasubramanyam</u><br><u>K.L. Krishna</u> | Deciphering India's Services Sector Growth                                                            | Routledge India                     | 2020                |
| 2    | <u>Peter Robinson, Michael Lück, Stephen L. J. Smith</u>                     | Tourism                                                                                               | CABI<br>2 <sup>nd</sup> Edition     | 2020                |
| 3    | <u>Mark Anthony Camilleri</u>                                                | Travel Marketing, Tourism Economics and the Airline Product<br>An Introduction to Theory and Practice | Springer<br>1 <sup>ST</sup> Edition | 2017                |



**PRINCIPAL**  
**Dr. R. MUTHUKUMARAN,**  
M.A., M.Phil., B.Ed., Ph.D.,  
**PRINCIPAL**  
N.G.M. College, Pollachi - 642 001  
Coimbatore District



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Affiliated to Bharathiar University, Coimbatore.



## Value Added Course

This is to certify that Mr./Ms. S. Sriranjini (21-BM-54)

of BBA department

has successfully completed a Value Added Course

entitled Dynamics of services sector and

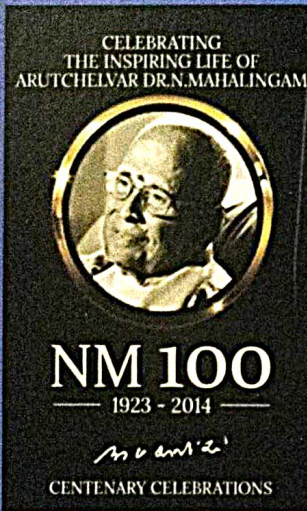
secured a mark of 74 out of 100

H. A. [Signature]  
COURSE TEACHER

[Signature]  
DEAN - ACADEMIC

[Signature]  
IQAC CO-ORDINATOR

[Signature]  
PRINCIPAL



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Affiliated to Bharathiar University, Coimbatore.



## Value Added Course

This is to certify that Mr./Ms. L. Athiatalakshmi  
(21-BM-37)

of BBA department

has successfully completed a Value Added Course

entitled Dynamics of services sectors and

secured a mark of 67 out of 100

H.A.

COURSE TEACHER

[Signature]

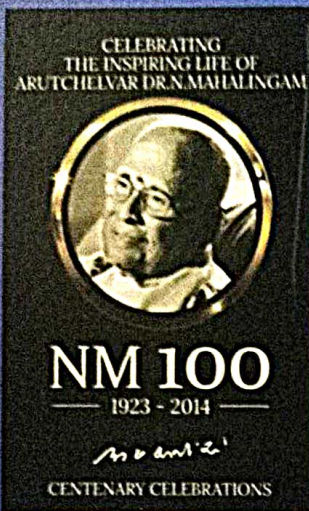
DEAN - ACADEMIC

[Signature]

IQAC CO-ORDINATOR

[Signature]

PRINCIPAL



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Affiliated to Bharathiar University, Coimbatore.



## Value Added Course

This is to certify that Mr./Ms. N. Anitha (21-BN-36)

of BBA department

has successfully completed a Value Added Course

entitled Dynamics of services sectors and

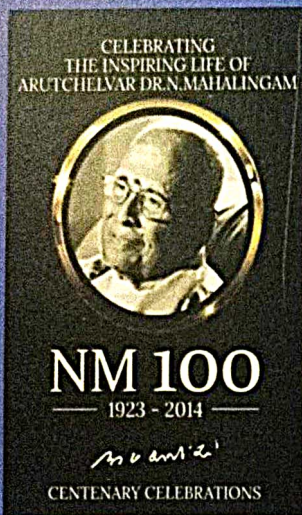
secured a mark of 72 out of 100

H. A. J.  
COURSE TEACHER

A. M.  
DEAN - ACADEMIC

B. M.  
IQAC CO-ORDINATOR

B. M.  
PRINCIPAL



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Affiliated to Bharathiar University, Coimbatore.



## Value Added Course

This is to certify that Mr./Ms. M. Mubarak (22-CF-21)

of B.com - Finance department

has successfully completed a Value Added Course

entitled Dynamics of services sectors and

secured a mark of 51 out of 100

M. A. J.

COURSE TEACHER

[Signature]

DEAN - ACADEMIC

[Signature]

IQAC CO-ORDINATOR

[Signature]

PRINCIPAL

CELEBRATING  
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ARUTHELVAR DR.N.MAHALINGAM



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## Value Added Course

This is to certify that Mr./Ms. *S. Mohammad Syed*  
(22-CF-20)

of *B.com - Finance* department

has successfully completed a Value Added Course

entitled *Dynamics of services sectors* and

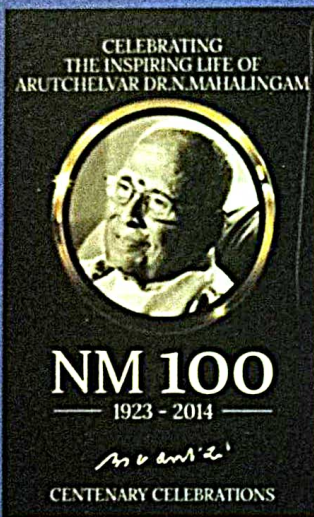
secured a mark of *53* out of 100

COURSE TEACHER

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## Value Added Course

This is to certify that Mr./Ms. D. Manoj Kumar (22-CF-19)

of B.com - Finance department

has successfully completed a Value Added Course

entitled Dynamics of services sector and

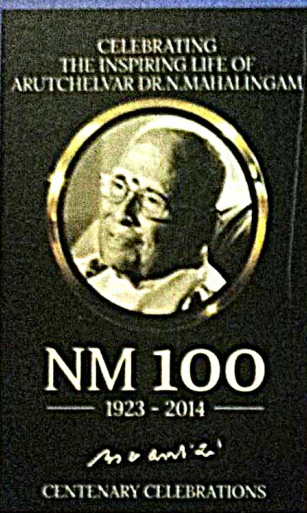
secured a mark of 53 out of 100

COURSE TEACHER

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IQAC CO-ORDINATOR

PRINCIPAL



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Affiliated to Bharathiar University, Coimbatore.



## Value Added Course

This is to certify that Mr./Ms. P. Manikandan (22-CE-17)

of B.com - Finance department

has successfully completed a Value Added Course

entitled Dynamics of services sector and

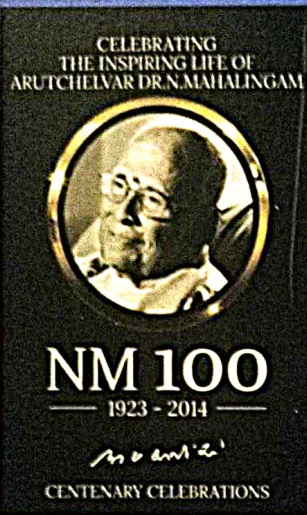
secured a mark of 55 out of 100

COURSE TEACHER

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PRINCIPAL



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Affiliated to Bharathiar University, Coimbatore.



## Value Added Course

This is to certify that Mr./Ms. I. Amirtha (22-CE-02)

of B.com - Finance department

has successfully completed a Value Added Course

entitled Dynamics of services sectors and

secured a mark of 56 out of 100

COURSE TEACHER

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IQAC CO-ORDINATOR

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## Value Added Course

This is to certify that Mr./Ms. K. sneha (20-BP-44)

of B.com - B.P.S department

has successfully completed a Value Added Course

entitled Dynamics of services sectors and

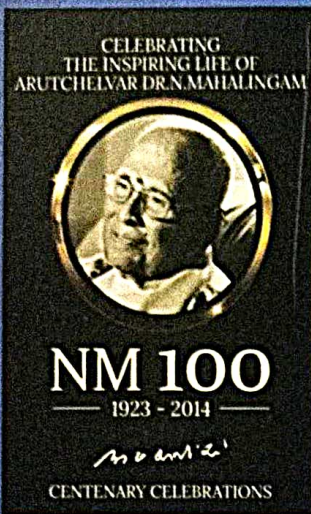
secured a mark of 68 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL



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Affiliated to Bharathi University, Coimbatore.



## Value Added Course

This is to certify that Mr./Ms. A. M. E. NINETHA (20-BP-38)

of B. Com - B.P.S department

has successfully completed a Value Added Course

entitled Dynamics of services sectors and

secured a mark of 67 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL

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## Value Added Course

This is to certify that Mr./Ms. M. Gomathipriya (20-BP-26)

of B.com - B.P.S department

has successfully completed a Value Added Course

entitled Dynamics of services sectors and

secured a mark of 58 out of 100

COURSE TEACHER

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IQAC CO-ORDINATOR

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ARUTCHIELVAR DR.N.MAHALINGAM



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Affiliated to Bharathiar University, Coimbatore.

NGMC



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EXCELLENCE

## Value Added Course

This is to certify that Mr./Ms. P. Bharathi (20-BP-24)

of B.com - BPS department

has successfully completed a Value Added Course

entitled Dynamics of services sector and

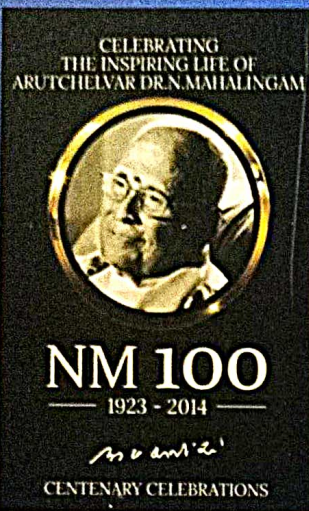
secured a mark of 61 out of 100

COURSE TEACHER

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IQAC CO-ORDINATOR

PRINCIPAL



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Affiliated to Bharathiar University, Coimbatore.



## Value Added Course

This is to certify that Mr./Ms. M. Saravanan (21-BP-16)

of B. com - B.P.S department

has successfully completed a Value Added Course

entitled Dynamics of service sector and

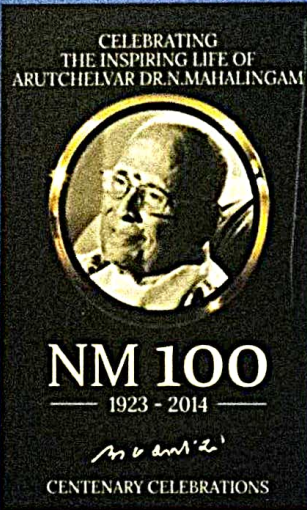
secured a mark of 67 out of 100

COURSE TEACHER

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IQAC CO-ORDINATOR

PRINCIPAL



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## Value Added Course

This is to certify that Mr./Ms. R. Santhosh (21-BP-15)

of B. com - B.P.S department

has successfully completed a Value Added Course

entitled Dynamics of services sectors and

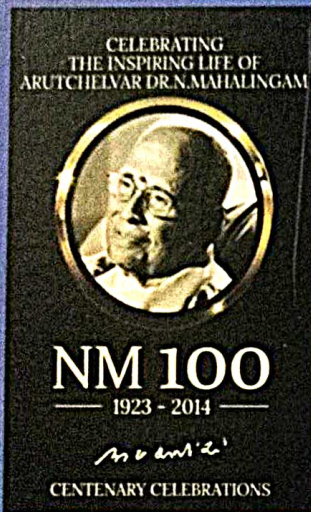
secured a mark of 57 out of 100

M.A. 7  
COURSE TEACHER

mm  
DEAN - ACADEMIC

Ruv  
IQAC CO-ORDINATOR

DM  
PRINCIPAL



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## Value Added Course

This is to certify that Mr./Ms. R.B. Rohul (21-BP-12)

of B.com - B.P.S department

has successfully completed a Value Added Course

entitled Dynamics of Services sectors and

secured a mark of 77 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL

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NGMC



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EXCELLENCE

## Value Added Course

This is to certify that Mr./Ms. E. Naveenkumar (21-BP-09)

of B.com - B.P.S department

has successfully completed a Value Added Course

entitled Dynamics of services sectors and

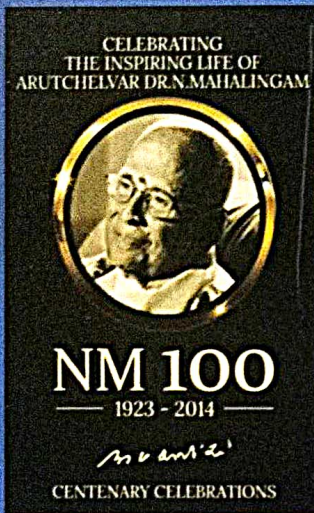
secured a mark of 67 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL



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## Value Added Course

This is to certify that Mr./Ms. B. Hariharan (21-BP-06)

of B.com - B.P.S department

has successfully completed a Value Added Course

entitled Dynamics of Services sector and

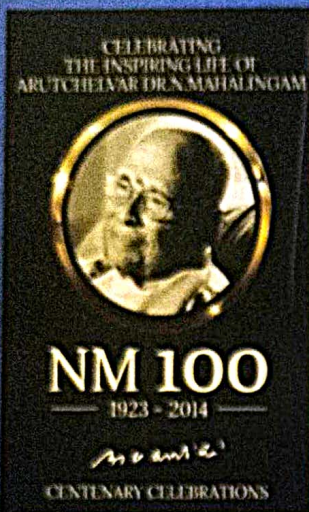
secured a mark of 57 out of 100

COURSE TEACHER

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PRINCIPAL



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Affiliated to Bharathiar University, Coimbatore.



## Value Added Course

This is to certify that Mr./Ms. M. Athanasia (21-BP-02)

of B.Com - BPS department

has successfully completed a Value Added Course

entitled Dynamics of services sectors and

secured a mark of 48 out of 100

M. A. 7

COURSE TEACHER

[Signature]

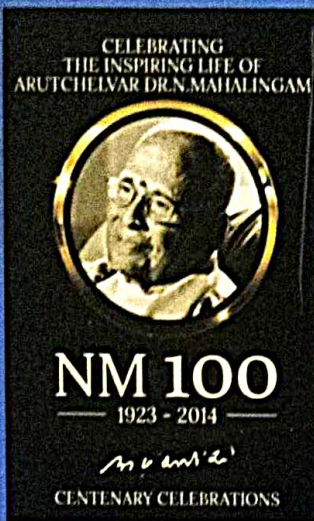
DEAN - ACADEMIC

[Signature]

IQAC CO-ORDINATOR

[Signature]

PRINCIPAL



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Affiliated to Bharathiar University, Coimbatore.



## Value Added Course

This is to certify that Mr./Ms. D. Sandhya (2.2-BP-47)

of B.com - B.P. department

has successfully completed a Value Added Course

entitled Dynamics of Services sector and

secured a mark of 59 out of 100

H.A.

COURSE TEACHER

[Signature]

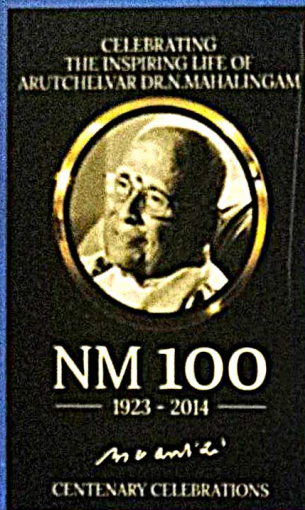
DEAN - ACADEMIC

[Signature]

IQAC CO-ORDINATOR

[Signature]

PRINCIPAL



## CERTIFICATE OF COMPLETION



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(Autonomous), Pollachi

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Ranked 72<sup>nd</sup> among Colleges in India by MHRD - NIRF  
Affiliated to Bharathiar University, Coimbatore.



## Value Added Course

This is to certify that Mr./Ms. *M. Ragavi (22-BP-45)*

of *B.com - BPS* department

has successfully completed a Value Added Course

entitled *Dynamics of Services sector* and

secured a mark of *61* out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL

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Affiliated to Bharathiar University, Coimbatore.



## Value Added Course

This is to certify that Mr./Ms. M. NATHIYA (22-BP-43)

of B.COM BPS department

has successfully completed a Value Added Course

entitled Dynamics of Service sectors and

secured a mark of 62 out of 100

M.A.

COURSE TEACHER

[Signature]

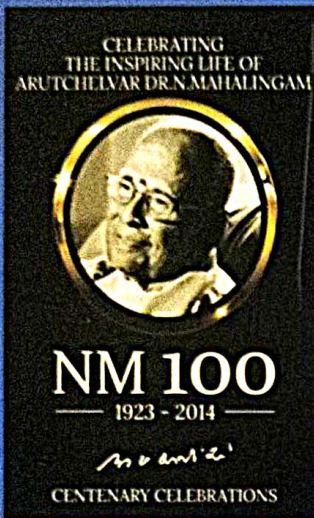
DEAN - ACADEMIC

[Signature]

IQAC CO-ORDINATOR

[Signature]

PRINCIPAL



## CERTIFICATE OF COMPLETION



# NGM COLLEGE

(Autonomous), Pollachi

Re-Accredited by NAAC and ISO 9001 : 2015 Certified Institution  
Ranked 72<sup>nd</sup> among Colleges in India by MHRD - NIRF  
Affiliated to Bharathiar University, Coimbatore.



## Value Added Course

This is to certify that Mr./Ms. S. Mahanapriya (22-BP42)

of B. Com - BPS department

has successfully completed a Value Added Course

entitled Dynamics of Services sectors and

secured a mark of 57 out of 100

M. A. Y.

COURSE TEACHER

M. A. Y.

DEAN - ACADEMIC

h. m.

IQAC CO-ORDINATOR

h. m.

PRINCIPAL

CELEBRATING  
THE INSPIRING LIFE OF  
ARUTCHELVAR DR.N.MAHALINGAM



**NM 100**

1923 - 2014

*Arutchei*

CENTENARY CELEBRATIONS

## CERTIFICATE OF COMPLETION



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## Value Added Course

This is to certify that Mr./Ms. V. Madhumitha (22-BP-41)

of B.COM - BPS department

has successfully completed a Value Added Course

entitled Dynamics of Service sector and

secured a mark of 55 out of 100

H.A.  
COURSE TEACHER

V.M.  
DEAN - ACADEMIC

B.  
IQAC CO-ORDINATOR

P.  
PRINCIPAL

CELEBRATING  
THE INSPIRING LIFE OF  
ARUTHIELVAR DR. N. MAHALINGAM



NM 100

1923 - 2014

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## CERTIFICATE OF COMPLETION



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## Value Added Course

This is to certify that Mr./Ms. A. Krishnadharshini  
(22-BP-39)

of B. com - BPS department

has successfully completed a Value Added Course

entitled Dynamics of services sector and

secured a mark of 65 out of 100

M. A. J.

COURSE TEACHER

V. M.

DEAN - ACADEMIC

S. J.

IQAC CO-ORDINATOR

D. M.

PRINCIPAL

CELEBRATING  
THE INSPIRING LIFE OF  
ARUTCHELVAR DR.N.MAHALINGAM



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## Value Added Course

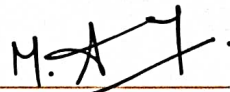
This is to certify that Mr./Ms. V.S. Kowalya D. (22-BP-28)

of B.COM - BPS department

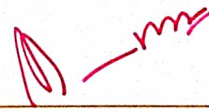
has successfully completed a Value Added Course

entitled Dynamics of Services Sectors and

secured a mark of 69 out of 100



COURSE TEACHER



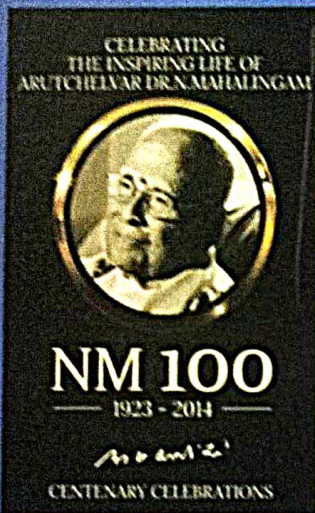
DEAN - ACADEMIC



IQAC CO-ORDINATOR



PRINCIPAL



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## Value Added Course

This is to certify that Mr./Ms. S. Kayalvizhi (22-B.P. 87)

of B.com - BBS department

has successfully completed a Value Added Course

entitled Dynamics of Services Sector and

secured a mark of 64 out of 100

M. A. J.

COURSE TEACHER

A. M.

DEAN - ACADEMIC

H. J.

IQAC CO-ORDINATOR

M. J.

PRINCIPAL

CELEBRATING  
THE INSPIRING LIFE OF  
ARUTCHI ELVAR DR. N. MAHALINGAM



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1923 - 2014

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CENTENARY CELEBRATIONS

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NGMC



EXPANSION WITH  
EXCELLENCE

## Value Added Course

This is to certify that Mr./Ms. S. Kalaiyarasi (22-BP-34)

of B.com - BPS department

has successfully completed a Value Added Course

entitled Dynamics of Service Sectors and

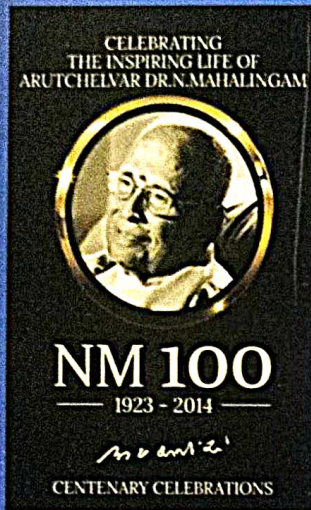
secured a mark of 55 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL



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## Value Added Course

This is to certify that Mr./Ms. *G. Dharshini* (22 - BP-29)

of *B.com - B.P.S.* department

has successfully completed a Value Added Course

entitled *Dynamics of Services Sector* and

secured a mark of *58* out of 100

*M.A. J.*

COURSE TEACHER

*P. mm*

DEAN - ACADEMIC

*fy*

IQAC CO-ORDINATOR

*Dr.*

PRINCIPAL

CELEBRATING  
THE INSPIRING LIFE OF  
ARUTHELVAR DR.N.MAHALINGAM



**NM 100**  
1923 - 2014

*ArutHELVAR*  
CENTENARY CELEBRATIONS

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## Value Added Course

This is to certify that Mr./Ms. T. Dhanani (22-BP-28)

of B.com - BPS department

has successfully completed a Value Added Course

entitled Dynamics of Services Sector and

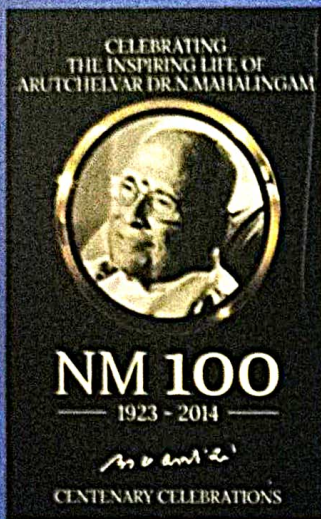
secured a mark of 66 out of 100

M. A. C.  
COURSE TEACHER

M. V.  
DEAN - ACADEMIC

g.m.  
IQAC CO-ORDINATOR

Jm  
PRINCIPAL



## CERTIFICATE OF COMPLETION



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## Value Added Course

This is to certify that Mr./Ms. M. Anushya (22-BP-27)

of B. Com - BPS department

has successfully completed a Value Added Course

entitled Dynamics of Services Sectors and

secured a mark of 62 out of 100

M. A. K.

COURSE TEACHER

[Signature]

DEAN - ACADEMIC

[Signature]

IQAC CO-ORDINATOR

[Signature]

PRINCIPAL

CELEBRATING  
THE INSPIRING LIFE OF  
ARUTCHELVAR DR.N.MAHALINGAM



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1923 - 2014

Centenary Celebrations

## CERTIFICATE OF COMPLETION



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## Value Added Course

This is to certify that Mr./Ms. S. Abarna (22-BP-25)

of B.com - BPS department

has successfully completed a Value Added Course

entitled Dynamics of Services Sectors and

secured a mark of 62 out of 100

M.A. [Signature]

COURSE TEACHER

[Signature]

DEAN - ACADEMIC

[Signature]

IQAC CO-ORDINATOR

[Signature]

PRINCIPAL