



**SYMBIOSIS COLLEGE OF ARTS & COMMERCE**  
 An Autonomous College | Under Savitribai Phule Pune University  
 Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

<b>COURSE TITLE</b>	<b>Human Resource Management in Service Sector</b>	
<b>Paper Number (In case of Specialization)</b>	<b>HRM Honours - Core-1</b>	
<b>Course Learning Outcomes:</b>		
<ul style="list-style-type: none"> <li>To distinguish between employment practices in Service industry and in manufacturing.</li> <li>To develop the skills to apply HRM concepts to different types of service organisations.</li> </ul>		
<b>Gist of this course</b>	The course will help students learn HRM practices in service sectors. The course will help them understand employee empowerment, satisfaction and performance management.	
<b>Unit</b>	<b>CONTENTS OF THE COURSE</b>	<b>No. of Lectures</b>
<b>1.</b>	<b>An overview of HRM practices in manufacturing and service sector -</b> 1.1 Similarities and differences in employment practices in manufacturing and service sector.	<b>10</b>
<b>2.</b>	<b>Employee empowerment and Customer satisfaction-</b> 1.1 Managing the internal and external customer interaction 1.2 2.2 Employee empowerment, Employee Involvement, Customer satisfaction 1.3 Training and empowerment for Customer satisfaction 1.4 Service failure and customer recovery	<b>10</b>
<b>3.</b>	<b>Compensation and Performance management for service based organisation-</b> 1.5 Compensation and reward structure for service based organization 1.6 Performance management system for Service sector	<b>8</b>
<b>4.</b>	<b>Frontline workers and backend support services-</b> 4.1 Understanding differences in the nature of work for Frontline workers and backend support services	<b>10</b>
	<b>Total Number of Lectures</b>	<b>54</b>