

Masters Degree in Service Industry Management (SIM)

Duration 2 Years

Eligibility Graduate (any stream)



The Indian Services sector is one of the most significant sectors of the Indian economy contributing nearly 55 per cent of the GDP in 2006-07. Looking at the vast potential of the sector in terms of growth and employment generation, the course aims to prepare the students for the upcoming opportunities in service sector for the entry level management jobs.

The students are exposed to various segments of the service industry airlines, tourism, hospitality, retail, events, banks, insurance, health, media & entertainment ,etc. and management subjects like HRM, TQM, Entrepreneurship, Cross cultural management, etc. The course involves practical exposure through field visits, role plays, case study discussions, on the job training, etc.

The course prepares the candidates for the positions of cabin crew, ground staff, city office in airlines, front office, F& B services and housekeeping in hospitality, sales executive in retail, banks, insurance, ticketing, reservation and customer care executives in travel & tourism sector, etc.

Course Modules

Semester-I

- Global, Continental and Regional Emerging trends in Service Industry
- Service Management Basics
- Major Segments in Service Industry
- Management – Paper I
Hospitality, Travel and Tourism, Airlines, Entertainment & Leisure services, ITES / BPOS, Media / Advertising & PR, Transport Services / Cruises / Car rentals, Freight & Cargo
- Business Communication & Cross Cultural Management in Service Industry
- Total Quality Management in Service Industry
- Case Study Discussions

Semester-II

- Strategic Management for Service Industry
- Sales & Marketing Management in Services
- Major Segments in Service Industry
- Management – Paper II
- Retail, Banking, Finance & Insurance, Entrepreneurship, IT / ITES / BPO,
- Telecom, Event Management, Fitness (Health, Beauty care), HR Consultancy, Education & Research
- Research Methodology and Management Decisions
- Customer Care & Interpersonal Skills

Semester-III

- Creativity and Entrepreneurship
- Project Planning ,Analysis and Management
- Strategic Marketing
- Cross Cultural management
- Employability Skills Management

Semester-IV

- Case Studies
- Report Writing
- Major in one Service Industry Sector
- Minor in one Service Industry Sector
- Project Practicum in Service Industry
- On the Job Training
- Placement Interviews