

Introduction to Module 1

UNDERSTANDING THE NATURE OF SERVICES

In the recent past, the services have got major attention from daily human personal needs to other industries like manufacturing. This module discusses the role of services in the nation's economy, evolution of services and drivers of growth of service sector in the first lecture. Each service exhibits distinctive characteristics, which makes services different from goods. This distinction is discussed with the help of presenting nature of services, distinctive characteristics of services and finally describing the services as a service package in lecture 2. Service sector is comprised of various industries which are diverse in the terms of labour requirement, investment requirements and many other aspects. The labor requirement, for example, ranges from a hair salon service with few employees to airline industry with huge number of employee base. A big multi-speciality hospital is more capital intensive service industry than a small doctor's clinic dealing with single specialty. In spite of such diversity certain service industries share some similar features which can be capitalized to implement common marketing and service strategies. Lecture 3 discusses various classifications, which help in categorizing different service industries under common category.

- **Lecture 1 - Introduction and Imperatives of Services**
- **Lecture 2 - Nature and Characteristics of Services**
- **Lecture 3 - Classification of Services and Analyzing Service Operations**