

Ref - 1849

Notice: Industry Expert Talk

To: All Students, BBA VI C

Subject: Guest Lecture on Service Blueprinting – Mandatory Attendance

Dear Students,

This is to inform you that an **Industry Expert Guest Lecture** has been scheduled as part of your **Services Marketing** course on the topic:

“Service Blueprinting: Designing Experiences, Not Just Services”

Session Details

- Date:** Friday, February 13, 2026
- Time:** 10:10 AM to 11:05 AM (including Q&A session)
- Venue:** Room No. 206, BVIMR Campus
- Target Audience:** BBA VI C students

The session aims to provide you with **practical industry insights** into how service organizations design, map, and manage customer experiences using service blueprinting.

Attendance for this session is compulsory for all students

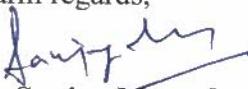
Students are advised to come well-prepared by revising the basic concepts of service processes and customer experience.

You are **encouraged to actively participate** in the discussion and interact with the industry expert to gain clarity on how service blueprinting helps organizations improve service quality, efficiency, and customer satisfaction.

This session is an excellent opportunity to bridge the gap between **theoretical learning and industrial practices**, and your active involvement will add significant value to your learning experience.

With best wishes for an enriching learning session.

Warm regards,


Dr. Sanjay Manocha
Course Instructor
Services Marketing


Dr. Ashima Bhatnagar
HoD – BBA




Dr. Seema Gupta
Director

: Admin to e-mail to all management faculty, Upload on Website
: CC of BBA Sixth semester to share to students in Official WhatsApp class group