

JAI HIND COLLEGE AUTONOMOUS



Syllabus for F.Y.BA

Course : Commerce

Semester : II

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

**Course: Introduction to Business
Communication**

Semester: II

SR. NO.	COURSE CODE	COURSE TITLE	NO. OF LECTURES / WEEK	NO. OF CREDITS
FYBCom				
1	ACOM201	Introduction to Business Sector	04	04

Semester II – Theory

Course: ACOM201	Introduction to Business Sector (Credits : 4 Lectures/Week: 4)	
	Objectives: 1. to provide basic conceptual and applicative knowledge about business organizations 2. to develop the student's employability and entrepreneurial skills Outcomes: Understanding the nuances of business organization-its objectives, new trends, project planning & start-ups.	
Unit 1	Introduction to Services Sector <ul style="list-style-type: none"> • Introduction to services: Meaning, characteristics, Scope and Classification of service sector in Indian context, consumer expectations, Services Mix-product, Place, Promotion, Process of service delivery, physical evidence and people. • Service strategies: Market research and service development cycle, opportunities and challenges in service sector. • Trends in service sector: ITES sector, Concept of BPO,KPO and LPO 	15 lectures
Unit 2	Banking & Insurance <ul style="list-style-type: none"> • Bank: Types, Services • Bank Accounts: Types, procedure of opening accounts • Loans & Advances: Types, Procedure for taking loan • Technology in Banking- Debit card, Credit card, ATMs, Internet Banking, Mobile Banking, ECS, RTGS, NEFT, Mobile wallets, E-Gallery. • Insurance- Importance, Principles, Life Insurance- Types of policy, Procedure for taking a life insurance policy, Procedure of claim, General Insurance: Types, Procedure for taking a general insurance policy, Procedure of claim,Insurance regulations in India 	15 lectures
Unit 3	E-Commerce <ul style="list-style-type: none"> • Introduction: Meaning, Features, Functions and scope of E-commerce, Importance and Limitations of E-commerce, factors responsible for the growth of e-commerce. • M-commerce-Concept, benefits, trends. • Trends in E-commerce: e-gallery, e-gateway, rupay, BHIM app, Digitalisation, Electronic Payment Systems, • Cashless economy, crypto-currency. • Security of e-commerce-Setting up internet security, maintaining secure information, encryption, digital signature & other security measures. 	15 lectures
Unit 4	Distribution Channels & Retailing <ul style="list-style-type: none"> • Distribution Channels: Participants- types, functions, 	15 lectures

	<p>merits.</p> <ul style="list-style-type: none"> • Introduction to Retail: Concept of organized and unorganized retailing, Trends in retailing, growth of organized retailing in India, Survival strategies for unorganized Retailers • Retail Format: Store format, Non – Store format, Store Planning, design and layout. • Retail Scenario: Retail Scenario in India and Global context – Prospects and Challenges in India. Mall Management – Retail Franchising. FDI in Retailing, Careers in Retailing. • Emerging Trends in Retail- I.T in Retail: Importance, Advantages and Limitations, Applications of I.T. in Retail: EDI, Bar Coding, RFID Tags, Electronic Surveillance, Electronic Shelf Labels, Green Retailing, Airport Retailing. • Retail Strategy- Meaning, Developing Retail Strategy, Retail Value Chain 	
<p>Textbook & References</p> <ul style="list-style-type: none"> • Service Marketing, Temani, V.K., Prism Pub • Service Marketing, Temani, V.K., Prism Pub • Management Of Service Sector, Bhatia, B S, V P Pub • Introduction To E – Commerce, Dhawan, Nidhi, International Book House • Introduction To Retailing, Lusch, Robert F., Dunne, Patrick M., Carver, James R., Cengage Learning • Retailing Management, Levy Michael., Weitz Barton A, TataMcgraw Hill 		

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Continuous Assessment (C.A.) - 40 Marks

(i) C.A.-I : Test – 20 Marks of 30 mins. duration

(ii) C.A.-II : Type Name: An Overview of the Service Sector 20 Marks

II. Semester End Examination (SEE)- 60 Marks