

JAI HIND COLLEGE AUTONOMOUS



Syllabus for F.Y.BCom

Course : Commerce

Semester : II

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

Course: Commerce

Semester: II

SR. NO.	COURSE CODE	COURSE TITLE	NO. OF LECTURES / WEEK	NO. OF CREDITS
FYBCom				
1	CCOM201	Introduction to Service Sector	03	03

Semester II – Theory

Course: CCOM201	Introduction to Service Sector (Credits : 3 Lectures/Week: 3)	
	<p>Objectives:</p> <ol style="list-style-type: none"> 1. To provide basic conceptual and applicative knowledge about service sector 2. To develop the student's employability skills <p>Outcomes:</p> <p>Understanding the nuances of business organization-its objectives, new trends etc.</p>	
Unit 1	<p>Concept of Services Introduction: Meaning, Characteristics, Scope and Classification of Services – Importance of service sector in the Indian context Marketing Mix Services: Consumer expectations, Services Mix, - Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people Service Strategies: Market research and Service development cycle, Managing demand and capacity, opportunities and challenges in service sector. Trends in Service Sector: ITES Sector: Concept and scope of BPO, KPO, LPO and ERP. Banking and Insurance Sector: ATM, Debit & Credit Cards, Internet Banking – Opening of Insurance sector for private players, FDI and its impact on Banking and Insurance Sector in India.</p>	15 lectures
Unit 2	<p>Retailing Introduction: 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>	15 lectures
Unit 3	<p>E-Commerce</p> <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, 	15 lectures

	BHIM app, Digitalisation, Electronic Payment Systems, <ul style="list-style-type: none"> • Cashless economy, crypto-currency. • Security of e-commerce-Setting up internet security, maintaining secure information, encryption, digital signature & other security measures 	
Textbook & References <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,JamesR.,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 30mins. duration
- (ii) C.A.-II : Type Name: An Overview of the Service Sector 20 Marks

II. Semester End Examination (SEE)- 60 Marks