



**JAI HIND COLLEGE  
BASANTSING INSTITUTE OF SCIENCE  
&  
J.T.LALVANI COLLEGE OF COMMERCE  
(AUTONOMOUS)**

"A" Road, Churchgate, Mumbai - 400 020, India.

**Affiliated to  
University of Mumbai**

Program : F.Y.B.A

Proposed Course :Commerce

**Credit Based Semester and Grading System (CBCS) with  
effect from the academic year 2018-19**

*F.Y.B.A Introduction to Business Organisation Syllabus*

<b>Semester II</b>			
<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Lectures /Week</b>
ACOM201	Introduction to Business Sector	3	3



## Semester II – Theory

<b>Course:</b> <b>ACOM201</b>	<b>Introduction to BusinessSector (Credits : 4 Lectures/Week: 4)</b>	
	<p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. to provide basic conceptual and applicative knowledge about business organizations</li> <li>2. to develop the student's employability and entrepreneurial skills</li> </ol> <p><b>Outcomes:</b></p> <p>Understanding the nuances of business organization-its objectives, new trends, project planning &amp; start-ups.</p>	
<b>Unit 1</b>	<p><b>Introduction to Services Sector</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Service strategies: Service development cycle, opportunities and challenges in service sector.</li> <li>• Trends in service sector: ITES sector, Concept of BPO,KPO and LPO</li> </ul>	<b>15 lectures</b>
<b>Unit 2</b>	<p><b>Banking &amp; Insurance</b></p> <ul style="list-style-type: none"> <li>• Bank: Types, Services</li> <li>• Bank Accounts: Types, procedure of opening accounts</li> <li>• Loans &amp; Advances: Types, Procedure for taking loan</li> <li>• Technology in Banking- Debit card, Credit card, ATMs, Internet Banking, Mobile Banking, ECS, RTGS, NEFT, Mobile wallets, E-Gallery.</li> <li>• 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</li> </ul>	<b>15 lectures</b>
<b>Unit 3</b>	<p><b>E-Commerce</b></p> <ul style="list-style-type: none"> <li>• Introduction: Meaning, Features, Functions and scope of E-commerce, Importance and Limitations of E-commerce, factors responsible for the growth of e-commerce.</li> <li>• M-commerce-Concept, benefits, trends.</li> <li>• Trends in E-commerce: e-gallery, e-gateway, rupay, BHIM app, Digitalisation, Electronic Payment Systems,</li> <li>• Cashless economy, crypto-currency.</li> <li>• Security of e-commerce-Ecommerce security concerns, e-commerce security tools.</li> </ul>	<b>15 lectures</b>
<b>Unit 4</b>	<p><b>Retailing</b></p> <p><b>Introduction:</b> Concept of organized and unorganized retailing, Trends in retailing, growth of organized retailing in India.</p>	<b>15 lectures</b>

	<p><b>Retail Strategies:</b> Developing retail strategies, Survival strategies for unorganized Retailers, retail value chain</p> <p><b>Retail Format:</b> Store format, Non – Store format, Store Planning, design and layout.</p> <p><b>Retail Scenario:</b> Retail Scenario in India and Global context – Prospects and Challenges in India. Mall Management – Retail Franchising. FDI in Retailing, Careers in Retailing.</p> <p><b>Emerging Trends in Retail-</b> 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 Mobility.</p>	
<p><b>Textbook &amp; References</b></p> <ul style="list-style-type: none"> <li>• Zeithaml, V. A., Bitner, M. J., &amp; Gremler, D. D. (2008). Services marketing: Integrating customer focus across the firm. New Delhi: Tata McGraw-Hill.</li> <li>• Dhawan, Nidhi, (2010), Introduction To E – Commerce, International Book House</li> <li>• Lusch,Robert F.,Dunne,Patrick M., Carver,James R.,(2013) Introduction To Retaili CengageLearning</li> <li>• Levy Michael., Weitz Barton A, (2008), Retailing Management, Tata Mcgraw Hill</li> </ul>		

### **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**