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.COM

Proposed Course : Introduction to Business & Service Sector

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

Semester II			
Course Code	**Course Title**	**Credits**	**Lectures /Week**
CCOM201	Introduction to Service Sector	3	3

Semester II – Theory

Course: CCOM201	Introduction to Service Sector (Credits : 3 Lectures/Week: 3)	
	Objectives: 1. to provide basic conceptual and applicative knowledge about service sector 2. to develop the student's employability skills **Outcomes:** Understanding the nuances of business organization-its objectives, new trends etc.	
Unit 1	**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:** 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**.**	15 lectures
Unit 2	**Retailing** **Introduction:** Concept of organized and unorganized retailing, Trends in retailing, growth of organized retailing in India. **Retail Strategies:**Developing retail strategies, Survival strategies for unorganized Retailers, retail value chain **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 Mobilty.	15 lectures
Unit 3	**E-Commerce** • 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,	15 lectures

| | • Cashless economy, crypto-currency.
• Security of e-commerce-Ecommerce security concerns, e-commerce security tools. | |

Textbook & References
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2008). Services marketing: Integrating customer focus across the firm. New Delhi: Tata McGraw-Hill.
- Dhawan, Nidhi, (2010), Introduction To E – Commerce, International Book House
- Lusch,Robert F.,Dunne,Patrick M., Carver,James R.,(2013) Introduction To Retaili Cengage Learning
- Levy Michael., Weitz Barton A, (2008), Retailing Management, Tata Mcgraw 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: Research Report on Visit to organized Retail stores-20 Marks

II. Semester End Examination (SEE)- 60 Marks