

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)**



**Board of Studies- Commerce
and
Management**

Department of COMMERCE

HoD/Sr. Person of the Department: Dr. LAILA PATEL

**Syllabus of Introduction to Service sector under NEP 2020 vertical Minor with effect from
2024-
25.**

Date of approval the BoS: 25/04/2024

Approved by the Academic Council:29/4/24

Ratified by the Governing Body: 06/5/2024

Programme: FYBCOM				Semester : II	
Course : <u>Introduction to Service Sector- Minor</u>				Code: UGBCOMIIACTMN24	
Academic Year: 2024-2025		Batch: 2024-2027			
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	02	40%	60 %

Particulars	%
Class tests / Assignment / Project / Quiz etc. (three components- to be conducted at different instants of time)	20 Marks
Class test, Quiz/presentation/Viva-Voce	5+5=10
Assignment/Project, Quiz and presentation/Viva-Voce	5+5=10

Learning Objectives:	To make learners aware of the concept services and its scope, recent trends in the service sector & understand the present E-commerce scenario.
Learning Outcomes:	Students will be able to develop an understanding of business that reflects the moral responsibility of management to all relevant stakeholders and the natural environment.
Pedagogy	PPT presentation, Role play & Case studies

Detailed Syllabus: (per session plan)

Session Outline: Introduction to Service Sector

Each lecture session would be of one hour duration (30 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration
I	Introduction to Service Sector a. Introduction to services-Meaning, features & importance b. Marketing mix for Services-8 Ps c. Careers in Service sector	1. Lectures 2. Case Study	15 hours
II	Retail sectors & Mall management a. Introduction to Retailing- organised & organised b. Retail formats- Store & Non-store formats c. Retail scenario in India & FDI in retailing d. Challenges in Retail sector	1. Lecture 2. Case study	15 hours

REFERENCE BOOKS

- Dhawan, N. (2010). Introduction to E-Commerce. *International Book House P. Ltd.*
- Diwan, P., & Sharma, S. (2002). *E-Commerce: A Manager's Guide to E-Business*. Excel Books India.
- Joseph, P. T. (2023). *E-commerce: An Indian perspective*. PHI Learning Pvt. Ltd..

QUESTION PAPER PATTERN

Internal exam- 20 marks

External exam-30 marks

Q.1 Module 1(Any 1out of 2) 10marks

Q.2Module 2(Any 1out of 2) 10marks

Q.3 Module 3(Any 1out of 2) 10marks

