

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 Major 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 (Major)</u>	Code: UGBCOMIICOMMJ124
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)
60	Nil	Nil	04	40 %	60 %

Particulars	%
Class tests / Assignment / Project / Quiz etc. (three components- to be conducted at different instants of time)	40%
Class test, Quiz/presentation/Viva-Voce	10+10=20 Marks
Assignment/Project, Quiz and presentation/Viva-Voce	10+10=20 Marks

Learning Objectives:	<ol style="list-style-type: none"> 1. To make learners aware of the concept services and its scope. 2. To study recent trends in the service sector To make learners understand the present E-commerce scenario.
Learning Outcomes:	<ol style="list-style-type: none"> 1. 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. 2. Students will acquaint themselves to emerging trends in service sector industry.
Pedagogy:	Case study, Group discussion, class presentation

Detailed Syllabus: (per session plan)

Session Outline: Introduction to Service Sector

Each lecture session would be of one hour duration (60 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration
I	Introduction to Service Sector <ol style="list-style-type: none"> a. Introduction to services-Meaning, features & importance b. Marketing mix for Services-8 Ps c. Careers in Service sector 	<ol style="list-style-type: none"> 1. Lectures 2. Case Study 	15 hours
II	Retail sectors & Mall management <ol style="list-style-type: none"> 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 	<ol style="list-style-type: none"> 1. Lecture 2. Case study 	15 hours

III	Introduction to E-commerce <ol style="list-style-type: none"> a. E-commerce in India- Meaning & types, Case study on E-firms, E-Start-up firms, Introduction to Gig economy. b. The way ahead for E-commerce in India-Challenges & opportunities c. Digitalisation: Importance & Scope 	<ol style="list-style-type: none"> 1. Lectures 2. Case study 	15 hours
IV	Digital payment Gateway & UPI <ol style="list-style-type: none"> a. Online payment- Merits & demerits b. Payment options for digital marketing c. Case study on Success & Failures of Online payment in India 	<ol style="list-style-type: none"> 1. Lectures 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..

