

As Per NEP 2020

University of Mumbai



Syllabus for Minor
Vertical 2

Faculty of Commerce & Management

Board of Studies in Financial Markets

Second Year Programme: Financial Markets

Semester	III & IV	
Title of Paper	Sem.	Total Credits 8
1) Basics of Service Sector	III	4
Title of Paper		Credits
I) Principle of Management	IV	4
From the Academic Year		2025-26

Sem. - III

Syllabus
B.Com. (Financial Markets)
(Sem.- III)

Title of Paper: Basics of Service Sector

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to:	This course explores the service sector, covering its concepts, marketing strategies, and emerging trends. It examines services marketing, including consumer expectations, service delivery, and market research. The course also focuses on retailing, analysing organized and unorganized formats, store planning, and global retail trends. Additionally, it highlights recent developments in ITES, banking, insurance, and logistics, emphasizing industry challenges, opportunities, and the impact of technology on service-based businesses.
2	Vertical:	Minor
3	Type:	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory)
5	Hours Allotted:	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: <ol style="list-style-type: none"> 1. To understand the concept, characteristics, scope, and importance of the service sector and analyse marketing strategies and challenges in service management. 2. To study the retail industry, including organized and unorganized retailing, retail formats, and global trends, along with opportunities and challenges in the Indian retail sector. 3. To explore recent trends in the service sector, including ITES, banking, insurance, and logistics, and examine their impact on business operations and economic growth. 4. To gain insights into E-Commerce, its types, current status in India, and challenges faced by Indian corporates, while understanding online marketing research trends. 	
8	Course Outcomes <ol style="list-style-type: none"> 1. Students will be able to explain the concept, characteristics, and scope of services and apply marketing mix strategies to enhance service delivery and management. 2. Students will analyse the structure of the retail industry, including different formats, trends, and challenges, and evaluate the role of FDI, franchising, and mall management in retail growth. 3. Students will develop an understanding of emerging trends in the service sector, including ITES, banking, insurance, and logistics, and assess their significance in economic and business development. 4. Students will demonstrate knowledge of E-Commerce models, their applications, and challenges, and critically evaluate the transition of Indian businesses into the digital 	

economy.

9	<p>Modules: - Per credit One module can be created</p> <p>Module 1 Concept of Services</p> <p>Introduction: Meaning, Characteristics, Scope, and Classification of Services – Importance of the Service Sector in India.</p> <p>Marketing Mix Services: Consumer Expectations, Services Mix – Product, Place, Price, Promotion, Process of Service Delivery, Physical Evidence, and People.</p> <p>Service Strategies: Market Research and Service Development Cycle, Managing Demand and Capacity, Opportunities and Challenges in the Service Sector.</p> <p>Module 2 Retailing</p> <p>Introduction: Concept of Organized and Unorganized Retailing, Trends in Retailing, Growth of Organized Retailing in India, Survival Strategies for Unorganized Retailers.</p> <p>Retail Format: Store Format, Non-Store Format, Store Planning, Design, and Layout.</p> <p>Retail Scenario: Retail Scenario in India and Global Context – Prospects and Challenges in India, Mall Management, Retail Franchising, FDI in Retailing, Careers in Retailing.</p> <p>Module 3 Recent Trends in Service Sector</p> <p>ITES Sector: Concept and Scope of BPO, KPO, LPO, and ERP.</p> <p>Banking and Insurance Sector: ATM, Debit & Credit Cards, Internet Banking – Opening of the Insurance Sector for Private Players, FDI, and its Impact on the Banking and Insurance Sector in India.</p> <p>Logistics: Networking – Importance – Challenges.</p> <p>Module 4 - E-Commerce</p> <p>Introduction: Meaning, Features, Functions, and Scope of E-Commerce – Importance and Limitations of E-Commerce.</p> <p>Types of E-Commerce: Basic Ideas and Major Activities of B2C, B2B, and C2C.</p> <p>Present Status of E-Commerce in India: Transition to E-Commerce in India, E-Transition Challenges for Indian Corporates, Online Marketing Research.</p>
10	<p>Text Books:</p> <ol style="list-style-type: none">1. "Services Marketing: Concepts, Strategies & Cases" – by K. Rama Mohana Rao2. "Retail Management" – by Dr. Harjit Singh3. "E-Commerce and Mobile Commerce" – by C.S.V. Murthy4. "Banking, Insurance, and Financial Services" – by Neelam C. Gulati
11	<p>Reference Books:</p> <ol style="list-style-type: none">1. Temani, V.K. (Year). <i>Service Marketing</i>. Prism Pub.2. Bhatia, B.S. (Year). <i>Management of Service Sector</i>. V.P. Pub.3. Dhawan, Nidhi. (Year). <i>Introduction to E-Commerce</i>. International Book House.4. Lusch, Robert F., Dunne, Patrick M., & Carver, James R. (Year). <i>Introduction to Retailing</i>. Cengage Learning.5. Levy, Michael & Weitz, Barton A. (Year). <i>Retailing Management</i>. Tata McGraw Hill.

12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 4)	Theory based