

AC –  
Item No. –

**As Per NEP 2020**

**Tolani College of  
Commerce  
(Autonomous)**



Knowledge is Supreme

**Title of the Course:**

**Commerce II – Service Sector**

**Programme: Bachelor of Commerce (B.Com.) Semester – II**

**Syllabus for 2 Credits Course**

**From the academic year: 2024-2025**

## Name of the Course: Commerce II: Service Sector

Sr. No.	Heading	Particulars
1	<b>Description the course:</b>	This course will provide a comprehensive review and analysis of services, marketing issues, practices and strategies. This course highlights the recent trends in selected services sector like ITES, banking, insurance and logistics.
2	<b>Vertical:</b>	Major
3	<b>Type:</b>	Theory
4	<b>Credit:</b>	2 credits
5	<b>Hours Allotted:</b>	30 Hours
6	<b>Marks Allotted:</b>	Total 50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	<b>Course Objectives:</b> The objective of the course is to: 1. Provide insights into key requirements, opportunities and challenges in the services sector. 2. Acquaint the learners with recent developments and trends in the services sector.	
8	<b>Course Outcomes:</b> After completion of the course, the learners will be able to: 1. Understand the key strategies underlying services marketing. 2. Familiarise with the recent trends and career options in services sector.	

9	<p><b>Module 1: Concept of Services (15 hours)</b></p> <ul style="list-style-type: none"> <li>● <b>Introduction:</b> Meaning, Characteristics, Scope and Classification of Services – Importance of service sector in the Indian context</li> <li>● <b>Marketing Mix Services &amp; Marketing Research:</b> Services Mix - Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and People, Market research and Service development cycle</li> <li>● <b>Service Strategies:</b> Managing demand and capacity, Opportunities and Challenges in service sector, Importance of Customer Relationship Management (CRM) in Services Marketing</li> </ul> <hr/> <p><b>Module 2: Recent Trends in Service Sector (15 hours)</b></p> <ul style="list-style-type: none"> <li>● <b>ITES Sector:</b> Concept and scope of BPO, KPO and ERP, <b>Data Warehousing and Mining</b></li> <li>● <b>Banking and Insurance Sector:</b> Internet Banking, <b>Internet of Things (IoT) in Insurance</b>, Impact of Digitalisation - <b>Basics of Payment: Banks/Payment gateways, Opportunities and Challenges, Role of NPCI in Digital Payments</b>, FDI in Banking and Insurance Sector in India</li> <li>● <b>Logistics:</b> Networking – Importance, Opportunities, Challenges, <b>Digitalisation in logistics</b></li> </ul>
10	<p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Christopher Lovelock, Jochen Wirtz and Patricia Chew, Essentials of Services Marketing, Pearson Education Limited, 3<sup>rd</sup> edition, 2017</li> <li>2. Gianpaolo Ghiani, et. al., Introduction to Logistics Systems Management, Wiley 2<sup>nd</sup> edition, 2013</li> <li>3. Harsh V. Verma, Services Marketing: Text and Cases, Pearson Education India, 2<sup>nd</sup> edition, 2012</li> <li>4. Jeffrey Word &amp; Simha R. Magal, Integrated Business Process with ERP Systems, Wiley, 2011</li> <li>5. Jochen Wirtz &amp; Christopher Lovelock, Services Marketing: People, Technology, Strategy, World Scientific Publishing Company, 8<sup>th</sup> edition, 2016</li> <li>6. Jyotsna Sethi &amp; Nishwan Bhatia, Elements of Banking and Insurance, PHI Learning Pvt. Ltd., 2012</li> <li>7. Neelam C. Gulati, Banking and Insurance: Principles and Practices, Excel Books, 2011</li> <li>8. S. L. Ganapathi &amp; S.K. Nandi, Logistics Management, Oxford University Press, 2015</li> <li>9. Virendra K. Pamecha, How to start a New BPO/KPO/LPO Unit in India?, Excess Publishing House, 2012</li> </ol>

<b>11</b>	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination: 60%</b>																				
<b>12</b>	<p><b>Continuous Evaluation through:</b> The Continuous Evaluation will have components as follows:</p> <table border="1"> <thead> <tr> <th>Sub-components</th> <th>Maximum Marks</th> <th>Conditions for passing</th> </tr> </thead> <tbody> <tr> <td>2) Assignment/Case Study/Current Affairs Diary/ Field Study/Business Plan / Project</td> <td>10</td> <td rowspan="3">A learner must be present for each of the sub-components.</td> </tr> <tr> <td>3) MCQ Based Test</td> <td>10</td> </tr> <tr> <td><b>Total</b></td> <td><b>20</b></td> </tr> </tbody> </table>	Sub-components	Maximum Marks	Conditions for passing	2) Assignment/Case Study/Current Affairs Diary/ Field Study/Business Plan / Project	10	A learner must be present for each of the sub-components.	3) MCQ Based Test	10	<b>Total</b>	<b>20</b>											
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<b>13</b>	<p><b>Format of Question Paper:</b> for the final examination</p> <p style="text-align: center;"><b>Format of Question Paper for Semester End Examination (SEE)</b></p> <p><b>Maximum Marks: 30</b> <span style="float: right;"><b>Duration: 1 hour</b></span></p> <p>Note: All questions are compulsory.</p> <table border="1"> <thead> <tr> <th>Question Number</th> <th>Nature of Questions</th> <th>Maximum Marks</th> </tr> </thead> <tbody> <tr> <td rowspan="4">4)</td> <td>Attempt any 2 of the following: (From Module I) (5 marks each)</td> <td rowspan="4">10</td> </tr> <tr> <td>a)</td> </tr> <tr> <td>b)</td> </tr> <tr> <td>c)</td> </tr> <tr> <td rowspan="4">5)</td> <td>Attempt any 2 of the following: (From Module II) (5 marks each)</td> <td rowspan="4">10</td> </tr> <tr> <td>d)</td> </tr> <tr> <td>e)</td> </tr> <tr> <td>f)</td> </tr> <tr> <td rowspan="3">6)</td> <td>Attempt the following: (From Entire Syllabus) (5 marks each) (Approach Based Questions)</td> <td rowspan="3">10</td> </tr> <tr> <td>c)</td> </tr> <tr> <td>d)</td> </tr> </tbody> </table>		Question Number	Nature of Questions	Maximum Marks	4)	Attempt any 2 of the following: (From Module I) (5 marks each)	10	a)	b)	c)	5)	Attempt any 2 of the following: (From Module II) (5 marks each)	10	d)	e)	f)	6)	Attempt the following: (From Entire Syllabus) (5 marks each) (Approach Based Questions)	10	c)	d)
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**Signatures of Team Members**

Sr. No.	Name	Signature
1.	Dr. Sadhana Venkatesh	
2.	Ms. Jyoti S. Ghosh	