



No. AAMS_UGS/ICC/2024-25/225

Date: 03rd February, 2025

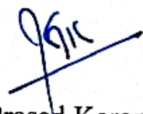
CIRCULAR:-

Attention of all the Principals of the Affiliated Colleges, Directors of the Recognized Institutions and the Head of the University Departments is invited to this office Circular No. AAMS_UGS/ICC/2024-25/04 dated 11th June, 2023 relating to the NEP UG & PG Syllabus.

They are hereby informed that the recommendations made by the Board of Studies in Commerce at its meeting held on 08th January, 2025 and subsequently passed by the Board of Deans at its meeting held on 27th January, 2025 vide item No. 7.4 (N) (2) have been accepted by the Academic Council at its meeting held on 27th January, 2025 vide item No. 7.4 (N) and that in accordance therewith syllabus for **Major Subject - Commerce 4 Credit (Sem.- II)** is introduced as per appendix (NEP 2020) with effect from the academic year 2024-25.

(The said circular is available on the University's website www.mu.ac.in).

MUMBAI - 400 032
03rd February, 2025


(Dr. Prasad Karande)
REGISTRAR

To,

The Principals of the Affiliated Colleges, Directors of the Recognized Institutions and the Head of the University Departments.

AC 7.4 (N) /27/01/2025

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans,
- 2) The Dean, Faculty of Humanities & Faculty of Commerce & Management,
- 3) The Chairman, Board of Studies in Commerce,
- 4) The Director, Board of Examinations and Evaluation,
- 5) The Director, Department of Students Development,
- 6) The Director, Department of Information & Communication Technology,
- 7) The Director, Centre for Distance and Online Education (CDOE), Vidyanagari,
- 8) The Deputy Registrar, Admissions, Enrolment, Eligibility & Migration Department (AEM).

Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
11	The Deputy Registrar, College Teachers Approval Unit (CTA), concolsection@gmail.com
12	The Deputy Registrars, Finance & Accounts Section, fort draccounts@fort.mu.ac.in
13	The Deputy Registrar, Election Section, Fort drelection@election.mu.ac.in
14	The Assistant Registrar, Administrative Sub-Campus Thane, thanesubcampus@mu.ac.in
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, ar.seask@mu.ac.in
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentre@gmail.com
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, director@idol.mu.ac.in
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), Dlleuniversityofmumbai@gmail.com

Copy for information :-

1	P.A to Hon'ble Vice-Chancellor, vice-chancellor@mu.ac.in
2	P.A to Pro-Vice-Chancellor pvc@fort.mu.ac.in
3	P.A to Registrar, registrar@fort.mu.ac.in
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

To,

1	The Chairman, Board of Deans pvc@fort.mu.ac.in
2	Faculty of Humanities, Dean 1. Prof.Anil Singh Dranilsingh129@gmail.com Associate Dean 2. Dr.Suchitra Naik Naiksuchitra27@gmail.com 3.Prof.Manisha Karne mkarne@economics.mu.ac.in
	Faculty of Commerce & Management, Dean 1. Dr.Kavita Laghate kavitalaghate@jbims.mu.ac.in Associate Dean 2. Dr.Ravikant Balkrishna Sangurde Ravikant.s.@somaiya.edu 3. Prin.Kishori Bhagat kishoribhagat@rediffmail.com

	Faculty of Science & Technology Dean 1. Prof. Shivram Garje ssgarje@chem.mu.ac.in Associate Dean 2. Dr. Madhav R. Rajwade Madhavr64@gmail.com 3. Prin. Deven Shah sir.deven@gmail.com
	Faculty of Inter-Disciplinary Studies, Dean 1. Dr. Anil K. Singh aksingh@trcl.org.in Associate Dean 2. Prin. Chadrashekhhar Ashok Chakradeo cachakradeo@gmail.com
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in@gmail.com DSW directr@dsw.mu.ac.in
6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

As Per NEP 2020

University of Mumbai



Faculty of Humanities
Syllabus for Major Subject – Commerce
4 Credit

SEMESTER-II

MAJOR MANDATORY COMMERCE-II :- INTRODUCTION TO SERVICE SECTOR

PROGRAM	U.G. Certificate in Bachelor of Commerce & Bachelor of Arts
SEMESTER	II
COURSE TITLE	Introduction To Service Sector
VERTICLE /CATEGORY	A/MAJOR MANDATORY (CORE)
COURSE LEVEL	4.5
COURSE CODE	
COURSE CREDIT	4
HOURS PER WEEK THEORY	4
HOURS PER WEEK PRACTICAL/TUTORIAL	NA

COURSE OBJECTIVE
This course provides an overview of the business, understanding and significance of the business in economy.
COURSE OUTCOMES
CO1: Learners will recognize the fundamental components of the business
CO2: Evaluate the impact of traditional and modern business activities
CO3: Learners will be able to apply theoretical knowledge to real world scenarios within the business sector.
CO4: To create comprehensive understanding of the risks and challenges associated with business world

ORGANISATION OF THE COURSE

UNIT NO	COURSE UNITS AT A GLANCE	TOTAL HOURS
1	Concept of Services	15
2	Retailing	15
3	Recent Trends and Service Sector	15
4	E-Commerce	15
TOTAL HOURS		60

COURSE DESIGN

COURSE UNIT TITLE 1 : CONCEPT OF SERVICES (15)

Introduction: meaning, characteristics, scope and classification of services. Importance of service sector in India

Marketing mix services: consumer expectation, Services mix:- product price place promotion process of services delivery, physical evidence and people

Service strategies: Market research and service development cycle. Managing demand and capacity, opportunities and challenges in service sector.

COURSE UNIT TITLE 2: RETAILING (15)

Introduction: concept of organised and unorganised retailing. Trends and retailing growth of organised retailing in India survival strategies of organised retailers.

Retail format: Store format, non store format, Store planning design and layout.

Retail scenario: Retail scenario in India and in global context. Prospect and challenges in India. Mall management, Retail franchising, FDI in retailing, Career in retailing.

COURSE UNIT TITLE 3 : RECENT TRENDS AND SERVICE SECTOR (15)

ITES sector: Concepts and sport of KPO, BPO, LPO and ERP.

Banking and Insurance sector: ATM, Debit and Credit cards internet banking opening Insurance sector for private players. FDI and its impact on the Banking and Insurance sector in India.

Logistics: Networking - Importance - Challenges.

COURSE UNIT TITLE 4: E-COMMERCE (15)

Introduction: Meaning, features, functions and scope of E-commerce. Importance and limitations of e-commerce

Types of E-commerce: Basic ideas and Major activities of B2C, B2B, C2C.

Present status of e-commerce in India: Transition to E-Commerce in India, E-Commerce transition challenges to Indian corporates, online marketing research.

For Major Subject

**Total 100 Marks
with 4 Credits**

60 Marks External

DURATION: 2 Hours

MARKS: 60

NOTE:

- 1. All questions are compulsory. Although internal choice is Provided.**
- 2. Figures on the Right-hand side indicate full Marks.**

Q.1 Attempt Any 2 out of the following (Unit 1) (15

- a.
- b.
- c.

Q.2 Attempt Any 2 out of the following (Unit 2) (15

- a.

Q. 3 Attempt Any 2 out of the following (15

- a.
- b.
- c.

Q. 4 Attempt Any 2 out of the following (Unit 4) (15

- a.
 - b.
-

40 Marks Internal

- | | |
|---------------------|------------|
| 1) Class Test | (10 Marks) |
| 2) Assignment | (10 Marks) |
| 3) Presentation | (10 Marks) |
| 4) Group Discussion | (10 Marks) |
| 5) Quiz | (10 Marks) |
| 6) Case Study | (10 Marks) |

Note: 1) Any Four out of the above can be taken for the internal Assessment.

2) The internal Assessment shall be conducted throughout the Semester.

Prof. Dr. Kishori J. Bhagat
Offg. Associate Dean
Faculty of Commerce and
Management Chairman, BOS
University of Mumbai

Prof. Kavita Laghate
Offg. Associate Dean
Faculty of Commerce and
Management
University of Mumbai

Dr. Ravindra Bambardekar
Offg. Dean
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and Management
University of Mumbai