

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: 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 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	Modules: - Per credit One module can be created Module 1 Concept of Services Introduction: Meaning, Characteristics, Scope, and Classification of Services – Importance of the Service Sector in India. Marketing Mix Services: Consumer Expectations, Services Mix – Product, Place, Price, Promotion, Process of Service Delivery, Physical Evidence, and People. Service Strategies: Market Research and Service Development Cycle, Managing Demand and Capacity, Opportunities and Challenges in the Service Sector. Module 2 Retailing Introduction: Concept of Organized and Unorganized Retailing, Trends in Retailing, Growth of Organized Retailing in India, Survival Strategies for Unorganized Retailers. Retail Format: Store Format, Non-Store Format, Store Planning, Design, and Layout. Retail Scenario: Retail Scenario in India and Global Context – Prospects and Challenges in India, Mall Management, Retail Franchising, FDI in Retailing, Careers in Retailing. Module 3 Recent Trends in Service Sector ITES Sector: Concept and Scope of BPO, KPO, LPO, and ERP. 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. Logistics: Networking – Importance – Challenges. Module 4 - E-Commerce 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, and C2C. Present Status of E-Commerce in India: Transition to E-Commerce in India, E-Transition Challenges for Indian Corporates, Online Marketing Research.
10	Text Books: 1. "Services Marketing: Concepts, Strategies & Cases" – by K. Rama Mohana Rao 2. "Retail Management" – by Dr. Harjit Singh 3. "E-Commerce and Mobile Commerce" – by C.S.V. Murthy 4. "Banking, Insurance, and Financial Services" – by Neelam C. Gulati
11	Reference Books: 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

Sem. - IV

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

Title of Paper: Principle of Management.

Sr. No.	Heading	Particulars
1	Description the course: Including but not limited to:	This course introduces key managerial concepts, including planning, organizing, leadership, and control, essential for business success. It is highly relevant as management principles apply to all industries. The course is useful for improving decision-making, leadership, and organizational efficiency. It has practical applications in business operations, team management, and strategic planning. Students find it interesting due to its real-world relevance and case studies. It connects well with finance, marketing, HR, and entrepreneurship. With high demand in the industry, it opens career opportunities in management roles, consulting, administration, and leadership positions across sectors
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 • To develop an understanding of the fundamental concepts, evolution, and various approaches to management, including classical, neo-classical, modern, and Indian management thoughts. • To analyze the significance of planning, decision-making techniques, and strategic management tools such as M.B.O and MIS in enhancing organizational effectiveness. • To examine organizational structures, departmentation, delegation of authority, and the principles of centralization and decentralization for efficient management. • To understand the key elements of motivation, communication, leadership, and control mechanisms, including PERT, CPM, and budgetary control, in ensuring effective decision-making and organizational efficiency.	

8	Course Outcomes: - Students will be able to explain the fundamental concepts, evolution, and various approaches to management and apply managerial skills in organizational decision-making. - Students will analyze the significance of planning, decision-making techniques, and management tools such as M.B.O and MIS to enhance business strategies and operational efficiency. - Students will demonstrate an understanding of organizational structures, delegation of authority, and principles of centralization and decentralization to optimize business processes. - Students will evaluate motivation, communication, leadership, and control mechanisms, including PERT, CPM, and budgetary control, to improve managerial effectiveness and organizational performance
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9	Modules: - Per credit One module can be created
	Module 1: Introduction To Management
	Management: Concept, Nature, Functions, Managerial Skills, and Competencies. Evolution of Management Thoughts: Classical Approach – Scientific Management (F.W. Taylor’s Contribution), Classical Organization Theory (Henri Fayol’s Principles), Neo-Classical Approach – Human Relations Approach (Elton Mayo’s Hawthorne Experiments). Modern Management Approach: Peter Drucker’s Dimensions of Management. Indian Management Thoughts: Origin and Significance of Indian Ethos in Management.
	Module 2: Planning and Decision Making
	Planning: Steps, Importance, Components, Coordination – Importance. M.B.O: Process, Advantages; Management By Exception: Advantages; Management Information System: Concept, Components. Decision Making: Techniques, Essentials of a Sound Decision-Making Process, Impact of Technology on Decision Making.
	Module 3: Organizing
	Organizing: Steps, Organization Structures – Features of Line & Staff Organization, Matrix Organization, Virtual Organization, Formal vs. Informal Organization. Departmentation: Meaning, Bases; Span of Management: Factors Influencing Span of Management, Tall and Flat Organization. Delegation of Authority: Process, Barriers to Delegation, Principles of Effective Delegation. Decentralization: Factors Influencing Decentralization, Centralization vs. Decentralization.
	Module 4: Directing And controlling
	Motivation: Concept, Importance, Influencing Factors. Communication: Importance, Barriers to Effective Communication. Leadership: Concept, Functions, Styles, Qualities of a Good Leader. Controlling: Concept, Steps, Essentials of a Good Control System, Techniques of Controlling – PERT, CPM, Budgetary Control, Management Audit.

10	Text Books: • "Principles of Management" – P.C. Tripathi & P.N. Reddy • "Management: Theory and Practice" – C.B. Gupta • "Essentials of Management" – Harold Koontz & Heinz Weihrich • "Organizational Behavior" – Stephen P. Robbins & Timothy A. Judge.	
11	Reference Books: • Management Today: Principles & Practice – Gene Burton, Manab Thakur, Tata McGraw-Hill Publishing Co. Ltd. • Management – James A. F. Stoner, Prentice Hall, Inc., U.S.A. • Management: Global Perspective – Heinz Weihrich & Harold Koontz, Tata McGraw-Hill Publishing Co. Ltd. • Essentials of Database Management Systems – Alexis Leon, Mathews Leon, Vijay Nicole Imprints Pvt. Ltd. • Management: Tasks, Responsibilities, Practices – Peter Drucker, William Heinemann Ltd.	
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

QUESTION PAPER PATTERN
(External and Internal)

Total 100 Marks: 60 Marks External and 40 Marks Internal

60 Marks External

Duration : 2 Hour

Marks : 60 Marks

Note: Any 4 out of 6

Q.1 Answer the following (15 Marks)

- a)
- b)

Q.2 Answer the following (15 Marks)

- a)
- b)

Q.3 Answer the following (15 Marks)

- a)
- b)

Q.4 Answer the following (15 Marks)

- a)
- b)

Q.5 Answer the following (15 Marks)

- a)
- b)

Q.6 Answer the following (15 Marks)

- a)
- b)

40 Marks Internal

- | | |
|---------------------|-----------|
| 1. Class Test | (5 Marks) |
| 2. Assignment | (5 Marks) |
| 3. Presentation | (5 Marks) |
| 4. Group Discussion | (5 Marks) |
| 5. Quiz | (5 Marks) |
| 6. Case Study | (5 Marks) |
| 7. Projects | (5 Marks) |
| 8. Creative writing | (5 Marks) |
| 9. Role play | (5 Marks) |

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

2. The internal Assessment shall be conducted throughout the semester

Sd/-

**Sign of the BOS
Chairman
Dr.V.N.Yadav
Board of Studies in
Financial Markets**

Sd/-

**Sign of the
Offg. Associate Dean
Prin. Kishori Bhagat
Faculty of Commerce
& Management**

Sd/-

**Sign of the
Offg. Associate Dean
Prof. Kavita Laghate
Faculty of Commerce
& Management**

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**Sign of the
Offg. Dean
Prin. Ravindra
Bambardekar
Faculty of
Commerce &
Management**