

AC – 20/04/2024  
Item No. – 7.8 Sem. II (5a)

## As Per NEP 2020

# University of Mumbai



<b>Syllabus for Basket of Minor</b>	
<b>Ad- hoc Board of Studies in B. Com. (Management Studies)</b>	
<b>UG First Year Programme</b>	
<b>Semester</b>	<b>II</b>
<b>Title of Paper</b>	<b>Credits 2/ 4</b>
<b>Industry and Service Management I (Basics of I &amp; S)</b>	<b>2</b>
<b>From the Academic Year</b>	<b>2024-25</b>

Sr. No.	Heading	Particulars
1	<b>Description the course:</b>  <b>Including but not limited to:</b>	Management is not only an essence in all fields but it is a prevalent tool in the hands of corporates to governments. From planning to controlling and from budgeting to reporting, all managerial elements are the most essential parts of daily life. So the learners need to know about all aspects from rural development to creating artificial intelligence. They will understand how to develop India, one of the fifth most powerful economies in the world. It is expected that the learners should learn how to develop our economy and management for the future generation from these managerial facets.
2	<b>Vertical :</b>	Major/Minor/Open Elective /Skill Enhancement / Ability Enhancement/Indian Knowledge System (Choose By √)
3	<b>Type :</b>	Theory / Practical
4	<b>Credit:</b>	2 credits
5	<b>Hours Allotted :</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks
7	<b>Course Objectives:</b> <ol style="list-style-type: none"> <li>1. Differentiate between different types of industries and their defining characteristics</li> <li>2. Apply industry analysis frameworks to assess competitive landscapes</li> <li>3. Evaluate the impact of various factors on industry performance and service delivery</li> <li>4. Design and analyze service models for optimal customer experience.</li> </ol>	

<b>8</b>	<p><b>Course Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Learners should Differentiate between various industry types and their characteristics</li> <li>2. Identify the key factors influencing industry performance and competition</li> <li>3. Understand the core principles of service management and customer experience</li> <li>4. Analyse the challenges and opportunities unique to service businesses</li> </ol>
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<b>9</b>	<p><b>Modules: -</b></p> <p><b>Module 1: Basics of Industry Management</b></p> <ol style="list-style-type: none"> <li>a) Concept of Industry Management, Characteristics of IM, Types, Pros and Cons of Industry Management</li> <li>b) Industry Analysis: Framework of Porter's Five Forces, Industry Life Cycle, Technological advancement, Government regulations</li> </ol> <p><b>Module 2: Basics of Service Management</b></p> <ol style="list-style-type: none"> <li>a) Concept of service and service Management, characteristics of services, importance of service industry</li> <li>b) Scope and Classification of services - Specialized services, Customer services and Industrial services, Reasons for growth of service industry in India.</li> </ol>
<b>10</b>	<p><b>Text Books:</b></p> <ul style="list-style-type: none"> <li>• <i>Service Sector in India - recent policy initiative a New century publication 2008</i></li> <li>• <i>A. Vijaykumar Service Sector management - An Indian perspective - Bhattacharjee, Jaico publishing House 2011.</i></li> </ul>

	<p><b>Reference Books:</b></p> <ul style="list-style-type: none"> <li>• Industry Analysis by Michael E. Porter</li> <li>• Operations Management by Roberta F. Shang and Kenneth S. Meizer</li> <li>• Competitive Strategy by Michael E. Porter</li> <li>• Good Strategy Bad Strategy by Richard Rumelt</li> <li>• <i>Service marketing - Temani V. K. Prism Publication</i></li> <li>• <i>Management of Service Sector - Bhatia B. S. VP Publication</i></li> </ul>
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12	<b>Internal Continuous Assessment: 40%</b>	<b>External, Semester End Examination Individual Passing in Internal and External Examination : 60%</b>
13	<b>Continuous Evaluation through:</b> Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.( at least 3 )	
14	<b>Format of Question Paper: for the final examination</b> <b>External Paper Pattern (30 Marks)</b> Q1. Case Study Analysis <span style="float: right;">10 Marks</span> Q2. Answer the following (Any One) <span style="float: right;">10 marks</span> A Or B Q3. Answer the following (Any One) <span style="float: right;">10 Marks</span> A Or B	

**Sign of the BOS  
Chairman  
Prof. Dr. Kanchan  
Fulmali  
BOS in BMS**

**Sign of the  
Offg. Associate Dean  
Dr. Ravikant Balkrishna  
Sangurde  
Faculty of Commerce**

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

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