

F.Y.B.COM COMMERCE Syllabus Semester II



**Hindi Vidya Prachar Samiti's
Ramniranjan Jhunjhunwala College
of Arts, Science & Commerce**

(Empowered Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Major / Minor Subject

Syllabus for the F.Y.B.Com

Program: F.Y.B.Com

Program Code: RJMAJCOM123 /

RJMINCOM123

(National Education Policy 2020)

Level 4.5

(CBCS 2023-24)

F.Y.B.COM COMMERCE Syllabus Semester II

THE PREAMBLE

Why Commerce?

Commerce is as old as human civilization. Since ancient times commerce has been practiced all over the world, but the nature of commerce has changed over the years with the changes in economies around the world. Thus, it has become an inseparable part of everyone's life. Human wants are unlimited and becoming multiplied with social and economic developments. Commerce has the capacity to satisfy our needs and provide better life to society and human beings as it encompasses business, profession and employment. The scope of commerce is broader than any other subject because it deals with several human activities like marketing, banking, transportation, management, investments etc. Globalisation has brought many countries close to each other indicating the need of trade and commerce between different nations for sharing resources, mutual development, updating know-how etc. Policies of the Government of India like 'Ease of doing', 'Atma Nirbhar Bharat', 'Start ups', 'Digital India' have encouraged new entrepreneurship in India in the 21st century.

The Indian economy is one of the fastest growing economies in the world. A goal of 5 trillion Indian economies in near term would expedite trade and commerce transactions. This has made learning of commerce indispensable, even if it is occupied in every field whether it is science, engineering, or IT. It develops skills and knowledge required for pursuing multiple career options. Students get a wide range of subject knowledge such as finance, marketing, management, accounts, advertising, law etc. which will be useful for them for pursuing their higher studies, employment or starting their own venture. Thus, commerce without human and business life will be next to impossible.

NEP 2020 aims at making Indian education system more employment and skill oriented. This will help the country to be competitive globally in terms of skilled manpower. In this regard commerce will play very significant role in different sectors of economy to meet the individual, social and national objectives.

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Why Commerce at RJ College?

The department was established in 1981. The first batch of B.Com- aided courses started with 360 students in 1981-82. With a legacy of forty years, today the department offers both UG and PG programs in the subject of commerce with specialization at PG level in Accountancy and Management which is affiliated to and recognized by Mumbai University. The department also has a Ph.D. research Centre in commerce. This provides a vertical progression of students in higher studies in the same college campus. The Department of Commerce invites eminent speakers to deliver lectures on different topics to make the students understand the latest trends in the industry. CORPORA is an Annual departmental fest which comprises different events that bring out hidden talent and skills among the students and also foster entrepreneurship among the students. In addition, the department conducts experiential visits to industry and different institutions which gives students an opportunity to learn practical knowledge along with bookish knowledge. The Department of Commerce is also offering a Value added Course of 2 credits to extend the knowledge and skills of students other than academics.

Syllabus :-

Under autonomy, the department has made curriculum more robust by incorporating skill-based learning and value-added courses that impart practical knowledge of the subject to the students. The syllabus for commerce for all six semesters is meticulously designed so as to make the students understand the knowledge of different fields like Business Development, Service sector, Management, HRM, Marketing, Advertising, Export Marketing and Business Law. The course contents are updated so as to keep students in line with trends in industry. The course contents are designed to improve student's employability and skills required for employability.

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DISTRIBUTION OF TOPICS AND CREDITS

F.Y.B.COM

COMMERCE

SEMESTER II

Course	Nomenclature	Credits	Topics (Modules)
RJMINCOM123 / RJMAJCOM123	COMMERCE -III (Service Sector)	03	1. Concept of Services 2. Trends in Retailing 3. Service Sector

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SEMESTER	:	SEM II (MINOR SUBJECT)
TITLE OF THE SUBJECT/COURSE	:	Commerce III (Service Sector)
COURSE CODE	:	RJMINCOM123 / RJMAJCOM123
CREDITS	:	03
DURATION	:	45 LECTURES

LEARNING OBJECTIVES	
1	To give Insight of working of Service Sectors with recent trends.
2	To impart knowledge about transition in Retailing and E-commerce.
3	To make the students aware about Career Opportunities in Service Sector.
4	To explain rapid developments and prospects of growth in various Services.

COURSE OUTCOME NUMBER	On completing the course, the student will be able to:	PSO Addressed	BLOOMS LEVEL
CO1	Understanding the basic concepts of Services Sector and its contribution in national development as well as the challenges and problems in rendering Services.	1,2,6	1,2,3,4
CO2	To acquaint the students about current trends in Service Sectors like ITES, Banking, Logistics, Organised Retail and its Growth, E- commerce, etc.	4	4
CO3	Understanding of the Service Sectors in India - their Scope & Significance.	1,2	1,2
CO4	Get the knowledge of various Career Opportunities available in Service Sector.	3	5

F.Y.B.COM COMMERCE Syllabus Semester II**F.Y.B.COM
SEMESTER II**

Title of Course: Commerce III (Service Sector)		Lectures
No. of credits: 03		
Subject Code: RJMAJCOM123 / RJMINCOM123		45
Module I	Concept of Services	15
	• Services – Concept, Characteristics, • Scope / Classification of Services, • Importance of Service Sector in India. • Services Mix elements. • Service Development Cycle. • Managing Demand and Capacity. • Opportunities and Challenges in Service Sectors. • Online Market Research – advantages and disadvantages. • Enterprise Resource Planning – Advantages and Limitations.	
Module II	Trends in Retailing	15
	• Organised and Unorganised Retailing –Concept, Distinction, • Survival Strategies for Unorganised Retailers. • Store and Non Store formats • Retail scenario in India – Prospects and Challenges • Mall Management – elements • E-Commerce –Concept, Features, Functions • Importance and Limitations of E-Commerce. • E- commerce Transition in India- Factors • Career Opportunities in retailing.	

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Module III	Recent trends in Service Sector	15
	• Business Process Outsourcing (BPO) – Concept and Scope, • Knowledge Process Outsourcing (KPO) – Concept and Scope, • Internet Banking – Advantages and Disadvantages, • ATM – Concept, Advantages and Disadvantages, • Debit and Credit Cards.- Concept, Distinction, • Bancassurance- Concept, Features and Benefits • Role of IRDA • Prospects of Insurance Sector in India. • Logistic Network – Elements, Importance	

Reference Books:- Commerce -III

1. Strategic Management, David, Fred R., Phi Leraning
2. Strategic Management, Bhutani, Kapil, Mark Pub.
3. Entrepreneurship, Hisrich, Robert D, McGraw Hill
4. Entrepreneurship Development, Sharma, K.C., Reegal Book Depot
5. Service Marketing, Temani, V.K., Prism Publications
6. Management of Service Sector, Bhatia, B S, V P Pub.
7. Introduction To E – Commerce, Dhawan, Nidhi, International Book House
8. Introduction To Retailing, Lusch, Robert F., Dunne, Patrick M., Carver, James R., Cengage Learning
9. Retailing Management, Levy Michael., Weitz Barton A, Tata McGraw Hill

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PAPER PATTERN

INTERNAL EXAMINATION

1. There will be 01 Internal Assessment Tests of 25 Marks each is conducted in Each Semester.
2. Duration of each Internal Assessment Test of 25 marks will be 30 minutes.
3. Each Internal Assessment Test will have 25 questions. Nature of questions may be - **Multiple Choice Questions / True or False/ Match the Following**

PAPER PATTERN SEMESTER END EXAMINATION

(COMMERCE – III & COMMERCE – IV)

SEMESTER END EXAMINATION

Marks: 50

Duration: 01.30 hrs.

Q.1 Answer any TWO of the following. (15)

- a) }
b) } Questions from **Module I**
c) }

Q.2 Answer any TWO of the following. (15)

- a) }
b) } Questions from **Module II**
c) }

Q.3 Answer any TWO of the following. (15)

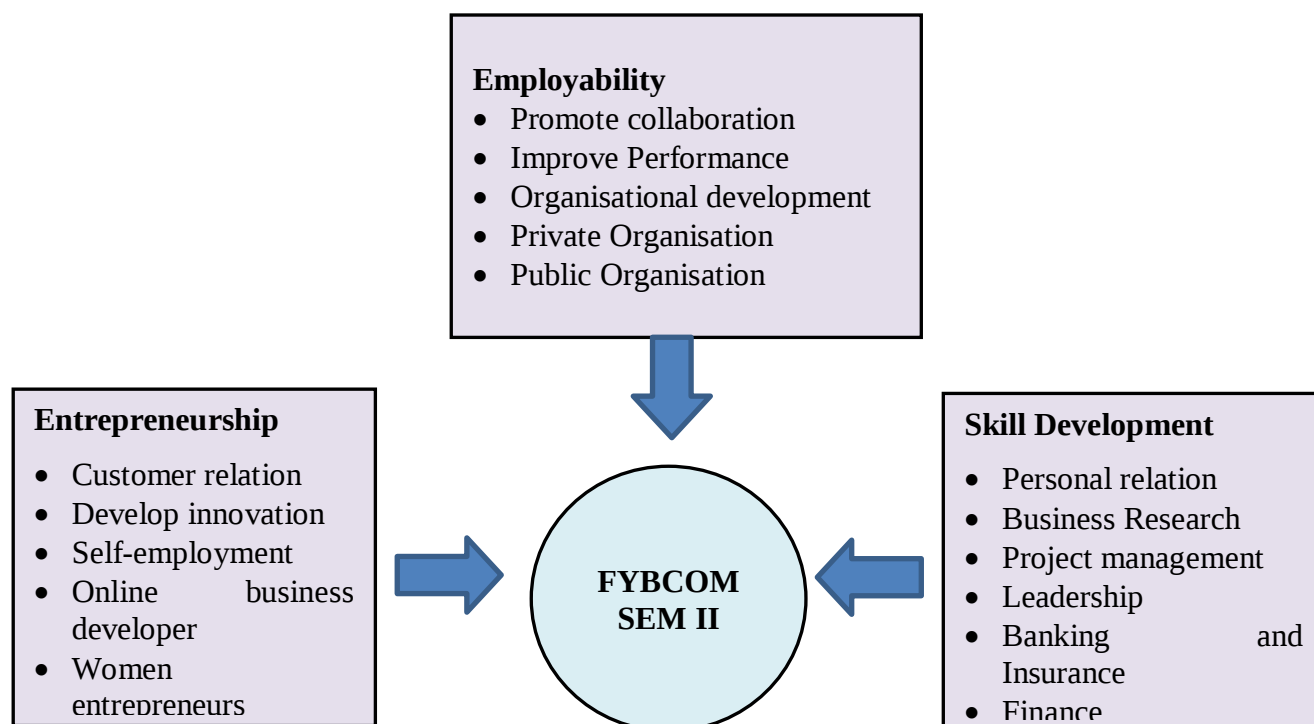
- a) }
b) } Questions from **Module III**
c) }

Q.4 Write Short Notes on: (Any 1 out of 3). (05)

- a) }
b) } **One Short Note from each modules**
c) }

F.Y.B.COM COMMERCE Syllabus Semester II**Mapping of Syllabus to employability /entrepreneurship/ skill development**

Class	Course Name	Course Code	Unit No. and topics focusing on Employability/Entrepreneurship / Skill Development	Specific activity	Relevance in Local, Regional , National and Global Development Needs
F.Y. B.Com Semester II	Commerce III (Service Sector)	RJMAJC OM123 / RJMINC OM123	Unit I: Understanding of basic concept of Services and their contribution to the Economy, Career and employment opportunities available in servicesector. Unit II: Management of Retail Sector and employment opportunities in Organised Retail andE commerce . Unit III: Employment options in BPOs, KPOs Prospects in Insurance Sector, Employment in Logistics Sector, Skills required for Internet Banking.	Case Study Field Visit Projects Assignment	Local, Regional, National, Global



F.Y.B.COM COMMERCE Syllabus Semester II

Course	Nomenclature	Credits	Topics (Modules)	SDG GOALS
RJMAJCOM123 / RJMINCOM123	COMMERCE -III (Service Sector)	03	1. Concept of Services 2. Trends in Retailing 3. Service Sector	SDG 4 SDG 8 SDG 9