



**FIRST-YEAR OF BACHELOR OF
COMMERCE MAJOR ACCOUNTANCY
REVISED SYLLABUS ACCORDING TO
CBCS NEP2020**

**COURSE TITLE: SERVICE SECTOR
SEMESTER-II, W.E.F. 2022-2023**

RECOMMENDED BY THE BOARD OF STUDIES IN COMMERCE

AND

APPROVED BY THE ACADEMIC COUNCIL

Devrukh Shikshan Prasarak Mandal's

Nya. Tatyasaheb Athalye Arts, Ved. S. R. Sapre Commerce, and
Vid. Dadasaheb Pitre Science College (Autonomous), Devrukh.
Tal.Sangmeshwar, Dist. Ratnagiri-415804, Maharashtra, India

Academic Council Item No: _____

Name of the Implementing Institute	:	Nya. Tatyasaheb Athalye Arts, Ved. S. R. Sapre Commerce, and Vid. Dadasaheb Pitre Science College (Autonomous), Devrukh. Tal. Sangmeshwar, Dist. Ratnagiri-415804,
Name of the Parent University	:	University of Mumbai
Name of the Programme	:	Bachelor of Commerce
Name of the Department	:	Accountancy
Name of the Class	:	First Year
Semester	:	Second
No. of Credits	:	02
Title of the Course	:	Service Sector
Course Code	:	ACOE102
Name of the Vertical in adherence to NEP 2020	:	Major and Minor
Eligibility for Admission	:	Any 12 th Pass seeking Admission to Degree Programme in adherence to Rules and Regulations of the University of Mumbai and Government of Maharashtra
Passing Marks	:	40%
Mode of Assessment	:	Formative and Summative
Level	:	UG
Pattern of Marks Distribution for TE and CIA	:	30:20
Status	:	NEP-CBCS
To be implemented from Academic Year	:	2023-2024
Ordinances /Regulations (if any)		

Nya. Tatyasaheb Athalye Arts, Ved. S. R. Sapre Commerce and Vid. Dadasaheb Pitre Science College, Devrukh (An Autonomous College Affiliated with University of Mumbai)

Syllabus for First Year of Bachelor of Commerce in Accountancy

(With effect from the academic year 2023-2024)

SEMESTER-II

Paper No.— II

Course Title: Service Sector

No. of Credits - 02

Type of Vertical: Major and Minor

COURSE CODE:ACOE102

Learning Outcomes Based on BLOOM's Taxonomy:

After completing the course, the learner will be able to...

Course Learning Outcome No.	Blooms Taxonomy	Course Learning Outcome
CLO-01	Understand	To understand the concepts of business services and its scope
CLO-02	Apply	To apply the business related concepts in day to day life
CLO-03	Analyze	To analyzing the scope and activities of business services
CLO-04	Evaluate	To evaluating the international environmental business services.

Syllabus for First Year of Bachelor of Commerce in Accountancy

(With effect from the academic year 2023-2024)

SEMESTER-II

Paper No.– II

Course Title: Service Sector

No. of Credits - 02

Type of Vertical: Major and Minor

COURSE CODE: ACOE102

COURSE CONTENT			
Module No.	Content	Credits	No. of Lectures
1	<p>Module I: Project Planning Introduction: Business Planning Process; Concept and importance of Project Planning; Project Report; feasibility Study types and its importance Business Unit Promotion: Concept and Stages of Business Unit Promotion, Location – Factors determining location, and Role of Government in Promotion. Statutory Requirements in Promoting Business Unit: Licensing and Registration procedure, Filling returns and other documents, Other important legal provisions</p>	01	15
2	<p>Module II : Entrepreneurship Introduction: Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur The Entrepreneurs: Types of Entrepreneurs, Competencies of an Entrepreneur, Entrepreneurship Training and Development centers in India. Incentives to Entrepreneurs in India. Women Entrepreneurs: Problems and Promotion</p>	01	15
Total		02	30

Access to the Course

The course is available for all the students admitted for Bachelor of Commerce as a Major or a minor. The students seeking admission in other disciplines may select the course as a minor considering the terms and conditions laid down by the University of Mumbai, the Government of Maharashtra, and the college, from time to time.

Forms of Assessment

The assessment of the course will be of Diagnostic, Formative and Summative type. At the beginning of the course diagnostic assessment will be carried out. The formative assessment will be used for the Continuous Internal Evaluation whereas the summative assessment will be conducted at the end of the term. The weightage for formative and summative assessment will be 30:20. The detailed pattern is as given below.

Term End Evaluation (30 Marks)

Question Paper Pattern

Time: 2 hours

Question No.	Unit/s	Question Pattern	Marks
Q.1	I	Attempt ant 2 out of 3	16
Q.2	II	Attempt ant 2 out of 3	14
Total			30

Internal evaluation (20 Marks)

Sr. No.	Description	Marks
1	Mid Term Examinations	10
2	Active Participation in teaching learning Process	05
3	Subject related activities as assigned by the teacher	05
Total		20

Grading Scale

The grading scale used is O to F. Grade O is the highest passing grade on the grading scale, and grade F is a fail. The Board of Examinations of the college reserves the right to change the grading scale.

References :

- 1) Business Organisation Management Maheshwari, Rajendra P, Mahajan, J.P., International Book House
- 2) Business Organisation, Maheshwari, Rajendra P, Mahajan, J.P., International Book House
- 3) Introduction To Commerce, Vikram, Amit, Atlantic Pub
- 4) A Course Book On Business Environment, Cherunilam, Francis, Himalaya Pub
- 5) Business Environment, Cherunilam, Francis, Himalaya Pub
- 6) Essentials Of Business Environment, Aswathappa, K., Himalaya Pub
- 7) Essentials Of Business Environment, Aswathappa, Himalaya Pub
- 8) Strategic Management, Kapoor, Veekas, Taxmann
- 9) Strategic Management, David, Fred R., Phi Learning
- 10) Strategic Management, Bhutani, Kapil, Mark Pub.
- 11) Strategic Management, Bhutani, Kapil, Mark Pub.
- 12) Entrepreneurship, Hisrich, Robert D, Mc Graw Hill
- 13) Entrepreneurship Development, Sharma, K.C., Reegal Book Depot
- 14) Service Marketing, Temani, V.K., Prism Pub
- 15) Service Marketing, Temani, V.K., Prism Pub
- 16) Management Of Service Sector, Bhatia, B S, V P Pub
- 17) Introduction To E – Commerce, Dhawan, Nidhi, International Book House
- 18) Introduction To Retailing, Lusch, Robert F., Dunne, Patrick M., Carver, James R., Cengage Learning
- 19) Retailing Management, Levy Michael., Weitz Barton A, Tata McGraw Hill