

S-25 March, 2013 AC after Circulars from Circular No.153 & onwards - 45 -

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY

CIRCULAR NO.ACAD/NP/Comm./B.Com.E-Commerce/Syll./174/2013

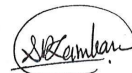
It is hereby notified for information of all concerned that, on the recommendations of the Joint Boards of Studies in Commerce, the Hon'ble Vice-Chancellor **has accepted the "Revised Syllabus of B.Com. E-Commerce, First Year, First & Second Semester under the Faculty of Commerce"** on behalf of the **Academic Council Under Section-14(7) of the Maharashtra Universities Act, 1994.**

This is effective from the **Academic Year 2013-2014** and onwards.

This **syllabus is available on the University Website www.bamu.net**

All concerned are requested to note the contents of this circular and bring the notice to the students, teachers and staff for their information and necessary action.

University Campus, *
Aurangabad-431 004. *
REF.NO.ACAD/NP/B.COM.E-COMM./ *
SYLLABUS /Semester/2013/ *
11449-862 *
V.C.14[7] A-03. *


Director,
Board of College and
University Development.

Date:- 05-06-2013.

Copy forwarded with compliments to :-

- 1] **The Principals, affiliated concerned Colleges, Dr. Babasaheb Ambedkar Marathwada University.**
- 2] **The Director, University Network & Information Centre, UNIC, with a request to upload the above syllabus on University Website www.bamu.net.**

Copy to :-

- 1] The Controller of Examinations,
 - 2] The Superintendent, [B.Com. Unit],
 - 3] The Superintendent, [Eligibility Unit],
 - 4] The Programmer [Computer Unit-1] Examinations,
 - 5] The Programmer [Computer Unit-2] Examinations,
 - 6] The Director, [E-Suvidha Kendra], in-front of Registrar's Quarter, Dr. Babasaheb Ambedkar Marathwada University,
 - 7] The Public Relation Officer,
 - 8] The Record Keeper,
- Dr. Babasaheb Ambedkar Marathwada University.**

S*/-050613/-

**D.R. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY,
AURANGABAD.**



Revised Syllabus of

B.COM.E-COMMERCE

1ST YEAR

SEMESTER-I & II

[Effective from 2013-14 & onwards]

B.Com. (E-Commerce)

O. The Degree of B.Com (E-Commerce) shall be conferred on a candidate who has passed a full time course of study of six Semesters spread over three years of this University and has passed the prescribed examination of B.Com (E-Commerce).

O. A candidate who has passed Std XII or HSC Examination in any stream from Maharashtra State or any other Examination equivalent thereto, shall be eligible to take admission to the first semester of B.Com (E-Commerce)

Or

A candidate who has passed the Diploma of Engineering from Board of Technical Education Govt. of Maharashtra or any other examination equivalent thereto shall be eligible to take the admission to the first semester of B.Com (E-Commerce).

R-_____ Following shall be the scheme of Examination

There shall be six semester and in each semester there shall be six papers each appear having 4 credits.

B.Com (E-Commerce)

B.Com (E-Commerce) First Semester (15 Weeks Teaching)

Pa pe r No .	Title	Theor y Per Week	Practic al Per Week	Total T / P	Duration Of Theory Exam	Marks For Theory	Marks for Practical	Total Marks	Total Credit
1	Communicat ion Skills	4	-	4	2 Hrs	50	-	50	4
2	ICT Foundation	3	2	5	2 Hrs	50	50	100	4
3	Business Economics	4	-	4	2 Hrs	50	-	50	4
4	Financial Accounting	4	-	4	2 Hrs	50	-	50	4
5	Internet and WWW	3	2	5	2 Hrs	50	50	100	4
6.	Statistics - Fundamantal s	4	-	4	2 Hrs	50	-	50	4

B.Com (E-Commerce) Second Semester (15 Weeks Teaching)

Pa pe r No	Title	Theor y Per Week	Practic al Per Week	Total T / P	Duration Of Theory Exam	Marks For Theory	Marks for Practical/ Sessional	Total Marks	Total Credit
1	Entrepreneur ship	4	-	4	2 Hrs	50	-	50	4
2	Programmin g in C	3	2	5	2 Hrs	50	50	100	4
3	Business Organisation	4	-	4	2 Hrs	50	-	50	4
4	Financial Accounting II	4	-	4	2 Hrs	50	-	50	4
5	DBMS	3	2	5	2 Hrs	50	50	100	4
6.	Mathematica l Foundation	4	-	4	2 Hrs	50	-	50	4

R-

- For passing a paper, a candidate must secure 40% marks (Theory & Sessional) and a minimum of 45% of marks (Theory & Sessional together) prescribed for that paper. If a candidate fails to secure 45% marks in a paper, he can reappear for the theory exam for Improvement.
- For passing the final examination of the semester, a candidate has to pass all the papers prescribed for that semester. Theory and Sessional shall be treated as separate heads of passing.
- A candidate who passes 75% of the papers prescribed for the preceding semester/semester shall be allowed to take the admission in the next semester (for this purpose theory & sessional for each paper shall be jointly taken as one head of passing). However for second, fourth and sixth semester, appearance at preceding semester will enable him to take admission.

For passing the final examination, a candidate should pass all the papers prescribed for B.Com (E-Commerce) course and should secure at least 50% of the aggregate marks prescribed for the entire course. A candidate who has passed the individual papers, but has failed to secure the 50% marks in aggregate, may choose to reappear for any paper (only theory) of the B.Com (E-Commerce) course.

- The sessional marks shall be assigned by the college as per the scheme of internal assessment prescribed at the end of each subject. The sessional marks are subject to scaling down. The scaling down shall be done in relation to the marks obtained by the student in the relevant theory examination. However a $\pm 10\%$ of the maximum theory marks allotted to the subject, shall be permitted.

R- The maximum number of students to be admitted in a class shall not exceed 60.

B.Com(E-Commerce)
I-Semester

Paper I – COMMUNICATION SKILLS

Theory	50
Credit	4

UNIT-I

Concepts and Fundamentals: Meaning of communication, Importance of communication, Communication scope, Process of communication, Communication models and theories, Essentials of good communication - The seven Cs of communication, Factors responsible for growing importance of communication, Channels of communication, Verbal and Non-Verbal communication, Formal and Informal communication, Barriers of communication. **(12 Periods)**

UNIT-II

Written Communication: Objectives of written Communication, Media of written communication, Merits and demerits of written communication, Planning business messages. Writing Letters: Business letters, Office memorandum, Good news and bad news letters, Persuasive letters, Sales letters, Letter styles/ layout.

Report Writing: Meaning & Definition, Types of report (Business report & Academic report), Format of report, Drafting the report, Layout of the report, Essential requirement of good report writing.

Language Skills: Improving command in English, Choice of words, Common problems with verbs, adjectives, adverbs, pronouns, conjunctions, punctuation, prefix, suffix etc.**(12 Periods)**

UNIT-III

Oral Communication: Principles of effective oral communication, Media of oral communication, Advantages of oral communication, Disadvantages of oral communication, Styles of oral communication.

Interviews: Meaning & Purpose, Art of interviewing, Types of interview, Interview styles, Essential Features, Structure, Guidelines for Interviewer, Guide lines for interviewee.

Meetings: Definition, Kind of meetings, Advantages and disadvantages of meetings/ committees, Planning and organization of meetings.

Job Application: Types of application, Form & Content of an application, drafting the application, Preparation of resume.

Project Presentations: Advantages & Disadvantages, Executive Summary, Charts, Distribution of time (presentation, questions & answers, summing up), Visual presentation, Guidelines for using visual aids, Electronic media (power-point presentation).

Arts of Listening: Good listening for improved communications, Art of listening, Meaning, nature and importance of listening, Principles of good listening, Barriers in listening

(12 Periods)

UNIT-IV

Business Negotiation: Definition of negotiation, Factors that can influence negotiation, what skills do we need to negotiate, Negotiation process (preparation, proposals, discussions, bargaining, agreement, implementation). **(12 Periods)**

UNIT- V

Communication in new millennium : Use of Technology in business communication, Fax, Email, Electronic Meeting, Conferencing, Chat, VOIP, Internet Telephony- Advantages, Disadvantages and Working of each technology **(12 Periods)**

Books:

1. Rayudu, "C.S- Communication", Himalaya Publishing House, 1994.
2. Reuben Ray, "Communication Today: Understanding Creative Skill", Himalaya Publication House,
3. Malra Treece, "Successful Communication for Business and Management", Prentice Hall, 1997.
4. Bovee & Thill, "Business Communication Today", McGraw Hill, 2003
5. Murphy and Hildebrandt, "Effective Business Communication", 5th Ed., New York
6. Rajendra Pal and J.S Korlahalli, "Essential of Business Communication", Sultan Chand and sons, 97.

**Paper II - INFORMATION COMMUNICATION TECHNOLOGY (ICT)
FOUNDATION**

Theory	50
Pract.	50
Credit	4

Theory:

UNIT - I

Computers, Block Diagram, Computer Generation, First Generation of Computers, The Second Generation, Third Generation, The fourth Generation, The Fifth Generation, Classification of Computers, Distributed Computer System, Parallel Computers. Computer Input Units, Output Units, Computer Memory, Memory Cell, Memory Organization, Read Only Memory, Serial Access Memory, Physical Devices Used to construct Memories, Magnetic Hard disk, floppy Disk Drives, Compact Disk Read Only Memory, Magnetic Tape Drives, Pen Drive. **(10 Periods)**

UNIT - II

Low level and high level languages, assemblers, compilers, interpreters, linkers, algorithms, flow charting, decision tables, pseudo code, software concepts: system & application software packages.

(10 Periods)

UNIT - III

Operating System concepts, different types of operating systems, structure of operating system, DOS/UNIX/LINUX commands, working with Windows, Windows 9x/NT/XP, Data Processing,

Exploring Windows, Control Panel, Notepad, etc. **(13 Periods)**

UNIT - IV

Word Processing with Computers, Document Creation in MSWORD, Formatting, Mail Merge, Table Handling, Spread Sheet in Excel, Worksheet Charts, Formulae, Functions etc. **(12 Periods)**

Practical:

Practical Sessions on Windows , DOS Commands, MSWORD, MS_EXCEL.

Books:

1. Alex Leon & Mathews Leon, "Fundamentals of Information Technology", Leon Techworld, 1999.
2. Vikas Gupta, "Comdex Computer Kit", Wiley Dreamtech, Delhi, 2004
3. P. K. Sinha & Priti Sinha , "Computer Fundamentals", BPB Publications, 1992.
4. V. Raja Raman, "Introduction to Computers", PHI, 1998.
5. Norton Peter, "Introduction to computers", 4th Ed., TMH, 2001.
6. Mannan & Razaullah " Information Technology", 2003
7. Chetan Srivastav "Information Technology",

PAPER III - BUSINESS ECONOMICS

Theory	50
Credit	4

1. Definition and scope of Business/Industrial Economics - Micro, Macro - Economics - Significance of Economics. Role in Business/Industrial decisions Economic Systems. (15 Periods)
- 1 Indifference Curve Analysis, Properties of Indifference Curves, Consumer equilibrium, Income effect, Price effect and Substitution effect. (15 Periods)
- 2 Production - Meaning - Laws of Returns. (15 Periods)
- 3 Economic Development:-
Concept, of Economic Development, Indicators of Economic Development, Factors promoting Economic Development, Obstacles in the Economic Development of under developed countries, Features of under developed economy with reference to India.(15 Periods)

Books:

1. Business Economics by Prof. V.G. Mankar
2. Industrial Organisation and Engg. Economics by T.R. Banga, S.C. Sharma
3. Business and Managerial Economic by Sampat Mukherjee
4. Financial Institutions and Economic Growth in India. by Goyal, O.P.
5. Modern Economic Theory by K K Dewett

PAPER IV - FINANCIAL ACCOUNTING I

Theory	50
Credit	4

1. Double Entry Accounting System Introduction and concept & Advantages, Accounting Cycle, Types of Account, Journalising Rules, Subsidiary Books, Ledger, Trial Balance (20 Periods)
2. Trading ,Profit and Loss Account and Balance Sheet of a Sole Trader. (15 Periods)
3. Partnership Account: (12 Periods)
Introduction, Preparation of Partnership Final Accounts.
4. Depreciation
Introduction, meaning and definition, methods of Depreciation
 1. Fixed Installment Method
 2. Reducing Balance Method
 3. Sinking Fund Method (13 Periods)

Books:

1. Shukla & Greval “ Advanced Accounts “ S. Chand & Co.
2. Batliboy “ Advanced Accounting “ , Standard Accounting Publication.
3. Khan & Jain “ Financial Management “ Tats Mc Graw Hill.
4. S.C Kuchal “ Financial Management “

PAPER V INTERNET & WWW

Theory	50
Pract.	50
Credit	4

Theory:

UNIT – I

Basic elements of a communication system, Data transmission modes, Data Transmission speed, Data transmission media, Digital and Analog Transmission, Network topologies and types , Network Types LAN, WAN and MAN, OSI & TCP/IP Model.
(10 Periods)

UNIT – II

Internet: History and Development, Use of Internet, Network, Client and Servers, Host & Terminals, TCP/IP, World Wide Web, Hypertext, Uniform Resource Locator, Web Browsers, IP Address, Domain Name, Web Pages organization, Email, Voicemail
(15 Periods)

UNIT-III

Internet Services Providers(ISP), Internet Security, Internet Requirements, Modem, ISDN, ADSL, Broad Band and Dial up connection, Web Search Engines, Optimising the search , Net Surfing, Internet Services, Intranet.
(10 Periods)

UNIT - IV

Internet Protocols, Web-Based client/ Server, Internet Security, Selling on the Web, chatting on the Web, Multimedia delivery, Web Visits, Internet Governance introduction.
(10 Periods)

Practical:

Practicals based on Internet Surfing, Hands on experience – browsing and exploring the internet services through WWW. (30 Periods)

Books:

1. Alex Leon & Mathews Leon, “Fundamentals of Information Technology”, Leon Techworld,
2. Chetan Srivastav “Information Technology”,
3. S.V.srinivasa Vallabhan “ Computer Application in Business”, S. Chand & Sons
4. David Whiteley, “E-Commerce”, Tata McGraw Hill,
5. Ravi Kalakota “ E-commerce”, Pearson Education

PAPER VI - STATISTICS FUNDAMENTALS

Theory	50
Credit	4

1. Introduction, Origin & Growth of Statistics, Definitions, Functions, Scopes and Limitations. **(7 Periods)**
2. Organising Statistical Survey, Planning the Survey, Scope of Survey Techniques of data collection. **(7 Periods)**
3. Sampling and sample designs. **(7 Periods)**
4. Classification and Tabulation of Data. **(5 Periods)**
5. Measures of Central Tendency - Mean, Median and Mode. **(14 Periods)**
6. Measures of Dispersion - Range, Quartile Deviation, Mean Deviation, Standard Deviation. **(10 Periods)**
7. Correlation Analysis:
Introduction: Utility of the study of correlation, Correlation and causation
Types of correlation - Positive and Negative Correlation
Karl Pearson's Coefficient of Correlation. **(10 Periods)**

Books:-

1. Seymour Lipschutz Probability - Schaum Outline series. Mc Graw Hill.
2. M.C. Shukla and S.S. Gulshan - Statistic S. Chand & Co. New Delhi.
3. V. Seetharaman - A Text book of Statistics - M. Nandana South Bros.
4. Gupta and Kapoor Fundamental of Statistics.
5. D.N. Elhance Statistical Methods

PAPER VIII PROGRAMMING IN C

Theory	50
Pract.	50
Credit	4

UNIT I

Programming and C fundamentals – character set – Tokens, identifiers and keywords – data type – constant – variable – expressions –
(10 Periods)

UNIT II

Statements – arithmetic operators – relational and logical operators – assignment operators – comparison operators – bitwise operators – conditional operators – library functions.
(10 Periods)

UNIT III

Input – Output statement – control statement – while, do-while, for...nested – loop – break – continue – switch, go to statement – string functions, arrays – single dimension – multi dimension – accessing arrays – pointers – pointers and arrays.
(10 Periods)

UNIT IV

Functions – definition – accessing a function – passing argument to a function – argument data type – function prototype – program structure: storage classes – automatic external - static variable – multi file programs – library functions – recursion.
(10 Periods)

UNIT V

Structure and union: definition of structure – processing a structure – user defined data type (type definition) - structure and pointers – passing structure to a function – self referential structure – union – files and file handling in brief
(5 Periods)

Practicals: Writing of C programmes using various keywords & functions. **(30 Periods)**

Books:

1. Balguruswamy “ Programming in ANSI C”
2. B. Gottfried “Theory and problems of programming with C” Tata McGraw Hill
3. Yeshwant Kanetkar “ Let us C”

PAPER IX - BUSINESS ORGANISATION

Theory	50
Credit	4

UNIT I

Concept of Business

Meaning, Definition, Nature and significance of Business, Business as a career, opportunities in business, Business as Socio-economic institution, Society, Govt. Consumer, investor, Types of business, Trade, manufacturing and service concepts of Trade, Commerce, Commerce and Industry.

UNIT II

Concept, procedure and practice : Meaning of Procedures and practices, standardization of procedure and practice of business, Difference between procedure and practice of business.

UNIT III

Forms of Organisation and Scale of production: Various forms of organizations, Sole Trading, Partnership, Joint Stock company, cooperative society, Meaning, Features, Relative merit and demerits of these forms, Selection of appropriate form of organization.

Scale of Business – Meaning, Types of scale-small medium and large scale of operation. Determination of area of operation – Local level, regional level, state level, national level and Global level.

UNIT IV

Formation of Business Unit

Legal procedure of establishing a business unit, Establishing small scale, Medium scale and large scale unit, Service unit and manufacturing unit, Govt. definitions, rules and regulations regarding establishment of business unit.

UNIT V

Documentation for business :

Documentation required for establishment of business unit – Specimens of these documents, Project Report, Market Report, Feasibility sole, trading partnership. Company, co-operative society, Partnership deed, Articles and Memorandum of Association, byelaws, Name and Seal.

UNIT VI

Financing Business:

Estimation of fixed and working capital, sources of finance and working capital, Institutional finance.

UNIT VII

Foreign Trade

Concept and significance of foreign trade, Nature and Procedure of import and export trade.

PAPER X – FINANCIAL ACCOUNTING II

Theory	50
Credit	4

1. Goodwill of Partnership Firm
Meaning, Need, factors affecting Goodwill, Methods of valuing Goodwill, - Average Profit Method, Super Profit Method
(10 Periods)

2. Accounts of Non Trading Concern – Preparation of Receipts and Payment Accounts, Income and Expenditure Account and Balance Sheet
(15 Periods)

3. Company Final Accounts
(Treatment of Provisions, Treatment of Dividends, Interim & Final Dividend on shares, Income Tax on Dividends, Payment of Dividends, Unclaimed Dividends, Treatment of Preliminary Expenses, Capital Profit, Income Tax Provision, Advance Payment, Payment of Tax, TDS. **(20 Periods)**

4. Single Entry System
Ascertainment of Profit from records of single entry- Two Methods .
(15 Periods)

Books:-

1. Shukla & Greval “ Advanced Accounts “ S. Chand & Co.
2. Batliboy “ Advance Accounting “ , Standard Accounting Publication.
3. Khan & Jain “ Financial Management “ Tats Mc Graw Hill.
4. S.C Kuchal “ Financial Management “

PAPER XI - DATABASE MANAGEMENT SYSTEM (DBMS)

Theory	50
Pract.	50
Credit	4

1. Introduction to Database Management System, Field, File Data Base, Concept, Features, Components, Data Models, language, Normalization
(15Periods)

2. Study of FOXPRO Commands.
CREATE, APPEND, EDIT, BROWSE, RECALL, COPY, PACK, FIND,
LOCATE, REPLACE, DELETE, LIST, SORT, INDEX, Report & Label
Generation. (15 Periods)

3. Programming in FOXPRO

Creating program files, control, looping & structures, SKIP, INPUT, ACCEPT,
SET, DO WHILE, END DO, IF – END IF, FOR, END FOR, DO CASE- END
CASE, TEXT, END TEXT.

(writing of programme using keywords of FOXPRO) - (15 Periods)

Practical –

Using FOXPRO handle the Databases of College Library, Class, Hostel etc.
Running all commands for database operations.
Writing of programmes using Modi Comm .or Editor in FOXPRO.

Books:

- | | |
|--------------|----------------------|
| 1) Taxali | FoxPro 2.5 |
| 2) Ahlo H.M. | FoxPro 2 |
| 3) Siegal | Mastering FoxPro 2.5 |

PAPER XII – MATHEMATICAL FOUNDATION

Theory	50
Credit	4

1. Logarithms, Rules for multiplication division and exponentiation
2. Permutations, Combinations, and Binomial Theorem.
3. Determinants - different methods of calculating determinants.
4. Matrix - representation - Addition, Subtraction, Multiplication and division. Inverse, Transpose, Adjoint - Cofactor - Singular Arrays - Vectors.

Books:-

1. Essence of Business Mathematics – R K Rajput , Discovery Pub. House, New Delhi
2. A Primer on Logarithms - Shailesh Shirali, University Press Hyderabad.
3. Vector Calculas - R K Pandey Amol Publication, New Delhi.

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