

S-30th May, 2015 AC after Circulars from Circular No.1 & onwards - 2 -

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY
CIRCULAR NO.ACAD/SU/Comm./B.Com. & M.Com./Syll./2/2015

It is hereby notified for information to all the concerned that, on the recommendation of Faculty of Commerce, the Academic Council at its meeting held on 30-05-2015 has accepted the **revised syllabi as under :-**

Sr. No.	Name of the Course	Semester
[1]	B.Com. General III Year	V & VI
[2]	B.Com. e-Commerce III Year	V & VI
[3]	M.Com. e-Commerce IInd Year	III & IV
[4]	Pattern of Question Paper B.Com. General	V & VI
[5]	Pattern of Question Paper B.Com. e-Commerce	V & VI

This is effective from the Academic Year 2015-16 & onwards as appended herewith.

All concerned are requested to note the contents of the 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/SU/COMM./
2015/3010-3309
Date:- 16-06-2015.

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Director,
Board of College and
University Development.

Copy forwarded with compliments to:-

- 1] The Principals, affiliated concerned colleges,
Dr. Babasaheb Ambedkar Marathwada University

Copy to :-

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

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**DR. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY,
AURANGABAD.**



REVISED SYLLABUS OF

SECOND YEAR

Syllabus of

M.Com.e-Commerce

SEMESTER-III & IV

[Effective from 2015-16 & onwards]

SYLLABUS OF M.Com E-COMMERCE**Four Semester Master Degree Course****The following shall be the scheme of Examination****Second Year****Semester-III**

Paper no:	Title of paper	Duration of Theory Exam	Marks in Theory	Sessional Marks	Aggregate Marks
XIII	Research Methodology	3	60	40	100
XIV	Soft Skills Development	3	60	40	100
XV	Corporate Accounting	3	60	40	100
XVI	ERP	3	60	40	100
XVII	E-Services	3	60	40	100
XVIII	Cyber Law	3	60	40	100
Total			360	240	600

Semester IV

Paper no:	Title of paper	Duration of Theory Exam	Marks in Theory	Sessional Marks /Project	Aggregate Marks
XXI	Quantitative Techniques	3	60	40	100
XX	Securities Analysis	3	60	40	100
XXI	Data Warehousing & Data Mining	3	60	40	100
XXII	Markup Languages	3	60	40	100
XXIII	Financial Management	3	60	40	100
XXIV	Project	-	-	100	100
Total			300	300	600

M.Com [E-COMMERCE] Semester-III

**Research Methodology
Paper No. XIII**

1. **Research Definition:** Features, Objectives, Research & Scientific methods – Types descriptive, Analytical, Applied, Fundamental, Quantitative, Conceptual, Empirical.
2. **Research Methodology:** Introduction, Research Process, Basic Overview, Formulating The research problem, Defining the problems, Research questions, Research methods vs Research methodology.
3. **Literature Review:** Concept & Theories, Formulations of Hypothesis, Source, Character of Hypothesis, Role, Test of Hypothesis, Research design, Sampling Design, Data Collection , Observation, Interview, Questionnaire, Case Study.
4. **Processing & Analysis of Data:** Processing Operations, Statistics Research, Descriptive Statistics, inferential Statistics, Elements Of Analysis, Interpretation of Data.
5. **Models Of Research:** Evolutive & Evaluative, Identification & Impact Studies, Projective & Predictive, Collective, Historical, Comparative, Current Trends in Research, Computer & Internet & its role in Research.
6. **Writing:** Article, Essay, Research Paper, Research Project, Legislation Drafting, Judgment Drafting, Thesis, Dissertations. Review- Book Review, Case Review, Criteria Of Good Research, Ethics, Citation Methods, Foot Note, Text Note, End Note, Bibliography, Citation rules.

Books Recommended:

1. Research Methods – RAMAHUJA
2. Research Methodology in Management- V.P. Michael
3. Business Research Methods- DONALD R. COOPER & PAMELA S. SCHINDLER

SOFT SKILLS DEVELOPMENT**Paper NO. XIV**

UNIT I : Self Development and Assessment, Self-Assessment- Self-Awareness, Perception and Attitudes, Values and Belief System, Personal Goal Setting, Career Planning, Self-Esteem, Building of Self-Confidence Components of communication, Principles of communication, barriers, listening skills, Verbal Communication, Includes Planning, Preparation, Delivery, Feedback and Assessment of activities like Public speaking Group Discussion, Oral Presentation skills, Perfect Interview

UNIT II: Listening and observation skills, Body language, Use of Presentation graphics, Use of Presentation aids, Study of communication. Written Communication, Technical Writing- Technical Reports.

UNIT III: Project Proposals, Brochures, Newsletters, Technical Articles Technical Manuals, Official/Business Correspondence- Business letters, Memos, Progress report, Minutes of meeting, Event reporting, Use of style, Grammar and Vocabulary for effective technical writing, Use of: Tools, Guidelines for technical writing, Publishing Ethics and Etiquettes, Business Ethics, Etiquettes in social as well as Office settings, Email etiquettes, Telephone Etiquettes, Engineering ethics and ethics as an IT professional, Civic Sense

UNIT IV : Other Skills- Managing time, Meditation, Understanding roles of Engineer and their Responsibility, Exposure to work environment And culture in today's job Places, Improving Personal Memory, Study skills that include Rapid reading, Notes taking, Complex problem solving, creativity.

References Books:

1. You Can Win - Shiv Khera - Macmillan Books - 2003 Revised Edition
2. 7 Habits of Highly effective people - Stephen Covey
3. Business Communication. Asha Kaul
4. Business Communication - M. Balasubramanyam

Corporate Accounting

Paper No. XV

Unit I: Issue of Shares: Meaning, Definition, Characteristics of Shares, Issue of Shares, Forfeiture of Shares, Re-issue of Shares, Redemption of Share Capital

Unit II: Issue of Debenture: Meaning Definition, Characteristics of Debenture, Issue of Debentures, Forfeiture of Debenture, Redemption of Debentures, Re-issue of Debentures.

Unit III: Company Final Accounts: Provision related company Final Accounts as per the Companies Act 1956.

Unit IV: Amalgamation of Company: Meaning, Definition, Characteristics of Amalgamation, Types of Amalgamation, Problems.

Unit V Liquidation of Companies: Liquidators Final Statement of Account, Liquidators remuneration with solvent & Re-solvent Company.

Reference Books

1. Shukla & Grewal – Advanced Accountancy
2. Gupta R L – Advanced Financial accounting
3. Jain and Narang – Advanced Accounting
4. Khan & Jain – Advanced Accounting
5. Maheshwary – Advanced Accountancy
6. Dearden J & Bhattacharya- Accounting for Management

ERP
Paper No. XVI

Unit I: Introduction

- ERP : An Overview
- Benefits of ERP
- ERP and Related Technologies
- Business Process Reengineering (BRP)
- On-line Analytical Processing (OLAP)
- Supply Chain Management

Unit II: ERP Implementation

- ERP Implementation Lifecycle
- Implementation Methodology
- Organizing the Implementation
- Vendors, Consultant and Users

Unit III: The Business Module

- Business Module in ERP Package
- Finance
- Manufacturing (Production)
- Human Resources
- Plant Maintenance
- Materials Management
- Quality Management
- Sales and Distribution

Unit IV: The ERP Market

- SAP AG
- PeopleSoft
- Baan
- JD Edwards World Solution Company
- QAD

Unit V: ERP- Present and Future

- Enterprise Integration Applications (EIA)
- ERP and E-Commerce
- ERP and Internet
- Future Directions in ERP

Books Recommended:

1. Alexis Leon, Tata McGraw-Hill Publishing Company Limited, New Delhi

E-Services
Paper No. XVII

- Unit I : Customer Relationship Management:** CRM, Sales management in CRM, CRM Solution (Sales, Marketing services), What is business process outsourcing? Business continuity plan (BCP), call centre, case study: improving disaster recovery, future of CRM, Customer Relationship Management at glance.
- Unit II: E-Banking:** Electronic Banking, Intra bank Transfer, Inter Bank Transfer, Electronic Payments, Example Payment gateway, automated teller machine, Credit card, Debit card, Smart Card, Electronic clearing system, facilities through e-banking, securities e-banking, farewells, digital signature, e-banking services, offered by deferent banks-ICICI as an example.
- Unit III: E-Logistic:** Concept of e-logistic, Key logistic activities, e-fulfillment, supply chain management, warehouse management, transportation management, use of IT in transport logistic, IT Solution options, changing role of IT, Future of e-logistics,.
- Unit IV: Knowledge Management:** Meaning of Knowledge Management, Value of Knowledge Management, Components of Knowledge Management, Knowledge life cycle, types of Knowledge, development of Knowledge, Knowledge Building Model, Significance of Knowledge Management, Knowledge Management cycle, Knowledge Management Architecture, Knowledge Management tools, Knowledge Management approaches data warehouse, future of Knowledge Management,.
- Unit V: Biometric Technologies:** Introduction to biometric, biometric technology, biometric testing, biometric applications, Common biometric feature used for, authentication and technicalities, figure print identification, hand geometry, Retinal Identification, facial feature identification, DNA biometric, Radio Frequency identification technology (RFID), biometric case studies, feature of biometric.

Reference Books:

1. Gopal Arpita & Singh Chandrani, E-World Emerging trends in Information technology, Excel Books, New Delhi, 2009
2. Srivastav P.K., Banking Theory & Practice, Himalaya Publishing House, 1983

Cyber Law
Paper No. XVIII

Unit I

Concept of Cyber Crime & IT Act 2000, Hacking, teenage web Vandals, Cyber Fraud & Cyber Cheating, Virus on Internet, Defamation & E-mail abuse, Cyber Pornography, other It act offences, Monetary penalties Adjudication & appeals under It Act 2000, Network service providers, Jurisdiction & Cyber crime, Nature of Cyber Crime.

Unit II

Contracts in InfoTech World, Contract formation on Internet, Terms & Condition of Contract.

Unit III

Copyrights- Meanings, Ownership & Assignment, License of copyright, copyright & protection of contract on internet.

Unit IV

Digital Signature- Digital Signature certificate, certifying, Authorizes & Liabilities.

Unit V

Protection of cyber consumer in India- Consumer Protection Act, consumer complaint, defects in goods & services, Restrictive & unfair trade practices, Instance of unfair trade practice, Reliefs under CPA, consumer for a, jurisdiction & implications on cyber consumer in India.

BOOKS RECOMMENDED:

- | | |
|---------------------------|---|
| 1. Vivek Sood | Cyber Laws Simplified – TMH (2001) |
| 2. Vakul Sharma | Handbook of cyber laws-Macmillan (2002) |
| 3. Sundeep Oberoi | e Security and you-TMH (2001) |
| 4. Greenstein & Feinman | Electronic Commerce-Security, Risk Mgt. And Control-TMH (200) |
| 5. Adam Nabil R. (Editor) | Electronic Commerce: Technical Business and Legal Issues. |

Semester IV
Quantitative Techniques
Paper No. XIX

Unit I - Operation Research Basics, application in business decision-making, linear programming, model formulation, solution of LP problem, simplex method.

Unit II - Transportation Problems, Methods of solving Transportation Problem, Assignment Problems, Methods of Solving Assignment Problem.

Unit III - Inventory Management Techniques.

Unit IV - Decision Analysis & Decision Tree.

Unit V- Sequencing /Scheduling Methods, PERT /CPM Techniques - concepts.

(Note:- Numerical Problems on Simplex Method, Transportation, Assignment, Inventory Management Techniques).

Recommended Books:

1. Bhat S.K., Operation Research & Quantitative Techniques, Himalaya Publishing House.
2. Sharma Anand, Operations Research, Himalaya Publishing House.
3. Budnik, Frank S. Dennis Mcleavey, Richard Mojena Principles of Operations Research, 2nd ed. Richard Irwin, Illinois-All India Traveller Bookseller, New Delhi, 1995.
4. Gould, F.J. etc. Introduction to Management Science, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1993.
5. Mathur, K and Solow, D Management Science, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1994.
6. Narag A S. Linear Programming and Decision-Making, New Delhi, Sultan Chand, 1995.
7. Sharma J.K. Operations Research: Theory and Applications, New Delhi, Macmillan India Ltd., 1997.

Securities Analysis

Paper No. XX

Unit I. Meaning and definition of Investments, Security, Portfolios. Returns and Risks – Risk elements, Measurement of Risk, Capital Assets Pricing Model, Arbitrage Pricing Theory.

Unit II. Security Pricing – Factors influencing valuation, constant growth model, capitalisation of Dividends, Security Pricing Models, Dividend Discounting Methods, P/E Ratio Model and Graham's Approach, Valuation of Securities in India.

Unit III. Trading in Securities : - Meaning and characteristics of options, types of derivatives, growth and advantage of derivative markets – speculation & hedging. Futures Trading – Futures and options, Index Futures, valuation of Index futures, Arbitrage Trading & Hedging – Derivative trading in securities.

Unit IV. Analysis of Securities : -Fundamental Analysis, Technical analysis and Efficient Market theory.

Unit V. Portfolio Management : - What is a portfolio, risk and return in portfolio theory, Risk Return Analysis – Return on portfolio, Risk on a portfolio, Expected Returns, concept of alpha, beta, correlation coefficient, regression equation – Basics of portfolio analysis in India – Markowitz Model, Modern Portfolio Theory – Portfolio Management in Mutual Funds.

Recommended Books:

1. Avadhani V.A., "Securities Analysis & Portfolio Management", Himalya Pub. House, Mumbai.
2. Singhi Preeti, "Investment Management", Himalya Pub. House, Mumbai.
3. Sudhindra Bhat, "Security Analysis & Portfolio Management", Excel Books, Mumbai.
4. Prasanna Chandra, "Investment Analysis and Portfolio Management", Tata Mcgraw Hill, India.
5. Fischer, "Security Analysis and Management". Pearson.
6. Avadhani, V.A., "Investment Management", Himalaya Publishing House

Data Warehousing and Data Mining
Paper No. XXI

Unit I - Definition: Data Warehouse, Need for Data Warehouse, Characteristics of a Data Warehouse, Data Mart: Types of Data Mart, Loading a Data Mart, Metadata for a Data Mart, Data Model for a Data Mart, Maintenance of a Data Mart, Nature of Data in a Data Mart, Software Components for a Data Mart, Tables in Data Mart, External Data, Reference Data, Performance Issues, Monitoring Requirements for a Data Mart, Security in Data Mart.

Unit II - OLTP and OLAP Systems, Data Modeling, Star Schema for Multidimensional View, Multifact Star Schema, OLAP Operations, Categories of OLAP Tools.

Unit III - Developing a data Warehouse, Building a Data Warehouse, Data Warehouse Architectural Strategies, Design Considerations, Data Content, Metadata, Distribution of Data, Tools for Data Warehousing, Performance Considerations, Crucial Decisions in Designing a Data Warehouse, Various Technological consideration.

Unit IV - Data Mining: Introduction, From Data Warehouse to Data Mining, Steps of Data Mining, Data Mining Algorithms, Database Segmentation, Predictive Modeling, Link Analysis, Tools for Data Mining.

Unit V :Application of Data Warehousing and Data Mining : Case Studies on Application of Data Warehousing and Data Mining in Government, Business, Medicine and Other areas.

Books Recommended:

1. C. S. R. Prabhu, "Data Warehousing", PHI.
2. Jiawei Han and MichelineKamber "Data Mining: Concepts and Techniques" Second Edition, Morgan Kaufmann Publishers.
3. AmiteshSinha, " Data Warehousing", Thomson Publication.
4. Claude Seidman, "Data Mining", PHI.
5. W. H. Inmon, "Building a Data Warehouse", John Wiley & Sons.
6. W. H. Inmon, C. L. Gasey, "Managing the Data Warehouse", John Wiley & Sons.

Markup Languages

Paper No. XXII

UNIT I: Introduction to HTML

Structure of HTML program HTML paired tags, Text formatting: paragraph line break headings, drawing lines,

Text styles: Bold, italics, underline. Lists: types of lists viz. unordered, ordered, definition lists Adding graphics: image, background, border, using width and height attributes. Tables: creation and setting attributes of table. Linking documents (Links): External document references, internal document references. Introduction to frames: frameset and frame tag.

UNIT-II: Introduction to DHTML

Overview of dynamic HTML. Cascading Style Sheets, font, color, background, Text, border. Introduction to JavaScript. Working with java script style sheets. Adding form and controls, Event handling. Decision making statements, loops. Built functions, user defined functions.

UNIT III: XML

Introduction to XML, XML Syntax, the state of XML, XML data modeling, DTD: document structure, elements of DTD, attributes of DTD, XML Schema: Schema Elements, data types, Element Type element, group element, attributes type, Schema data, Types, Converting DTD to Schemas

UNIT IV: CSS

Introduction to Cascading Style Sheets, Concept of CSS, Creating Style Sheet, CSS Properties, CSS Styling (Background, Text Format, Controlling Fonts), Working with block elements and objects, Working with Lists and Tables, CSS Id and Class, Box Model (Introduction, Border properties, Padding Properties, Margin properties), CSS Advanced (Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo class, Navigation Bar, Image Sprites, Attribute selector).

Books Recommended:

1. Web enabled Commercial Application Development Using HTML, DHTML, Java Script – Ivon Bayross.
2. Complete Reference HTML
3. HTML Complete Techmedia

Financial Management

Paper No. XXIII

Unit I- Financial Management Objectives- Profit Vv Wealth Maximization Goals, Finance Function, Investment- Financing – Dividend Decisions

Unit II- Operating and Financial Leverages, Computation of Combined Financial and Operating leverages, effect of leverages on profitability.

Unit III - Capital Structure Determinants, MM Approach with taxes, Optimum Capital Structure.

Unit IV - Cost of Capital- Types, Computation of different sources of capital viz. debt capital, preference share capital, equity share capital, weighted average cost of capital.

Unit V- Management of Working Capital- sources of short term capital, cash receivables and inventory management.

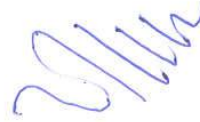
Books:

1. Bhattacharya Hrishikas- Working Capital Management- Strategies and Techniques, Prentice Hall, New Delhi.
2. Chandra Prasanna- Financial Management, Tata McGraw Hill, New Delhi
3. Pandey I M – Financial Management, Vikas Publishing
4. Van Horn JC- Fundamentals of Financial Management, Prentice Hall, New Delhi.

Project**Paper No. XXIV**

Every Student is required to undertake a Project based on the real life application. Students may be given Project in Group of 2 or 3 students. They should preferably develop Web Portals for different Enterprises or Institutions. The 100 Marks for Project may be allotted as follows:-

- | | |
|----------------------------|----------|
| 1. Project | 25 Marks |
| 2. Presentation of Project | 25 Marks |
| 3. Viva based on project | 50 Marks |



Question Paper Pattern
M.Com. (E-COMM) III & IV Semester

Max Marks 60

Question Paper Pattern:

Q. 1. Compulsory (Theory)

14 Marks

Solve any three question from the remaining four questions

- | | |
|-----------------|----------|
| Q.2. | 12 Marks |
| Q.3. | 12 Marks |
| Q.4. | 12 Marks |
| Q.5. | 12 Marks |
| Q.6. | 12 Marks |
| Q.7. Short Note | |
| a) | |
| b) | |

Attempt any four question of 12 marks each

