

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY
Chhatrapati Sambhajnagar.



CIRCULAR /SU/CM/NEP PG-I Year/40/2024

It is hereby inform to all concerned that, on the recommendation of the Dean, Faculty of Commerce & Management; **the Academic Council at its meeting held on 05.06.2024 has accepted the "M.Com. E-Commerce Revised Curriculum as per National Education Policy-2020" for all concerned affiliated colleges** under the Faculty of Commerce & Management.

This is retrospective effect from the Academic Year 2024-25 and Onwards as per appended herewith.


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

University Campus,
Chhatrapati Sambhajnagar
-431 004.

REF.NO. SU/COM/2024-25/7341-50

Date:- 23-09-2024.

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Deputy Registrar,
Academic Section
Syllabus unit.

Copy forwarded with compliments to :-

- 1] **The Principal all concerned affillated colleges, Dr. Babasaheb Ambedkar Marathwada University.**
- 2] The Director, University Network & Information Centre, UNIC, with **a request to upload this Circular on University Website.**

Copy to :-

- 1] The Director, Board of Examination & Evaluation,
- 2] **The Section Officer, [B.Com. Unit] Examination Branch,**
- 3] The Section officer, [Eligibility Unit],
- 4] **The Programmer [Computer Unit-1] Examinations,**
- 5] **The Programmer [Computer Unit-2] Examinations,**
- 6] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
- 7] The Public Relation Officer,
- 8] The Record Keeper.

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



Curriculum of

CREDIT DISTRIBUTION SYLLABUS FOR

TWO YEAR/ONE YEAR PG AS PER NEP

M.COM. E-COMMERCE AND PH.D. PROGRAM

IRD TO IIND SEMESTER

APPLICABLE FOR AFFILIATED COLLEGES

under NEP 2020

[Effective from the Academic Year 2024-25 & onwards]

**Dr. Babasaheb Ambedkar Marathwada University
Chhatrapati Sambhajinagar**



Curriculum of Credit Distribution

**Syllabus for Two year/ One Year PG as per NEP
M.Com E- Commerce Program
(I to IV Semester)
[Effective from 2024-25 onwards]**

Prof. Veena R. Humbe
Dean

Principal H.G. Vidhate
Chairman, BoS

Prof. G. N. Kathar
Chairman, BoS

Dr. Quazi Khabeer
Chairman, BoS

M.Com. E- Commerce Program

Preamble

1) Introduction

The Syllabus for M. Com (E-Commerce) covers two academic years consisting of four semesters and this curriculum is prepared to give sound knowledge and understanding of E-Commerce to undergraduate students. The goal of the syllabus is to make the study of E-Commerce sector stimulating, relevant and interesting. The syllabus has been prepared in a participatory manner, after discussions with several faculty members in the subject and after referring the existing syllabi. Ecommerce is a field that has shown rapid growth in the past decade and will continue to do so soon. Our Master's degree in commerce provides the best platform to obtain mid to senior-level positions in the industry. Our Ecommerce course is tailored for working professionals and is highly flexible. In recent years India has experienced a boom in internet and smart phone penetration. The number of internet connections in 2021 increased significantly to 830 million, driven by the 'Digital India' program. Out of the total internet connections, 55% of connections were in urban areas, of which 97% of connections were wireless. The smart phone base has also increased significantly and is expected to reach 1 billion by 2026. This has helped India's digital sector and it is expected to reach US\$ 1 trillion by 2030. This rapid rise in internet users and smart phone penetration coupled with rising incomes has assisted the growth of India's e-commerce sector. India's e-commerce sector has transformed the way business is done in India and has opened various segments of commerce ranging from business-to-business (B2B), direct-toconsumer (D2C), consumer-to-consumer (C2C) and consumer-to-business (C2B). Major segments such as D2C and B2B have experienced immense growth in recent years.

2) Aims and Objectives:

1. To introduce the students to various aspects of e-commerce applied in business.
2. To integrate professional skills in their learning through hands on experience to enhance the scope of employment and entrepreneurship.
3. To equip students and keep them updated on the changes and emerging trends in e- Commerce.
4. To give insights and specific learning for building confidence towards venturing into startups and emerge successful.

3) Learning Outcomes

- Impart the students with higher level knowledge and understanding of contemporary trends in e-commerce and business finance.
- To provide adequate knowledge and understanding about E-Commerce practices to the students.
- Learners will be able to recognize features and roles of businessmen, entrepreneur, managers, consultant, which will help learners to possess

knowledge and other soft skills and to react aptly when confronted with critical decision making.

- Familiarize learners about various ICT tools which shall help the business & E-business to grow.

Eligibility: Master of E-Commerce

- 0. “A candidate seeking admission to Master of E-Commerce (M-Ecommerce) should have passed bachelors degree examination of any faculty with at least 45% of marks of Dr. Babasaheb Ambedkar Marathwada University or any other degree of any University equivalent thereto.
- 0. The Master of E-Commerce (M-Ecommerce) shall be conferred on a candidate who has passed a regular course of study consisting of two years (Four Semesters) in the relevant subjects as prescribed and has appeared at and passed in all subjects as prescribed for the semester and has appeared at and passed in all the semester examinations prescribed for Master of E-Commerce course.
- R. a) “The maximum number of students admitted for a theory class shall not exceed 60 and the number of students in a batch of practicals will depend upon the facilities available at the center in the student computer ratio of 1:1
- b) “Students will be admitted on the basis of performance at the Common Entrance Test, to be conducted by the college. The reservation for the backward classes and the other states shall be as per the rules in vogue for this purpose.
- R. The course of study for the Master of E-Commerce will be of two years duration (Four Semesters).
- R. “There will be 4 lectures per week for each theory paper and two hours practical for each sessional work. In all the total practical of 12 hours per week per student, shall be provided.
- R. In order to pass the examination of Master of E-Commerce a candidate must score at least 40% marks in each theory, sessional and project work of a semester and 50% in aggregate of all semester’s marks.
- R. To clear a semester a student must have secured at least 40% marks in each paper of theory, and each sessional and project work. S-[F] SU-02 All Syllabus Commerce Faculty M.Com E-Commerce [I & II Sem.] - 5 –
- R. The Sessional work and project work will be assigned by a guiding teacher and it will be assessed by the concerned faculty.
- R. A student who secures at least 40% marks in each individual theory papers sessional and project work and secures 50% or more marks but less than 55% of marks in aggregate of all semester will be declared to have passed in the Second Division. There will be no pass class.
- R A student who secures 55% or more marks but less then 60% of marks in aggregate of all semester will be declared to have passed in Higher secondary (B +) Division
- R. A student who has secured at least 40% of marks in each theory paper and each sessional and project work and 60% or more marks in aggregate of all semesters will be declared to have passed in First Division.
- R A Candidate who has failed in not more than 25% of papers at the first year examination shall be allowed to keep terms for second year

Dr. Babasaheb Ambedkar Marathwada University



Illustrative Credit Distribution Structure for Two Year /One Year PG As per NEP 2020

M.Com. E-Commerce Programme

M.Com: First year

Level : 6.0

Semester: I			
	Paper Code	Paper Name	No. of Credits
Major	ECOM/MAN/501	ICT Application in E-Commerce	4
	ECOM/MAN/502	Statistical Methods and Analysis	4
	ECOM/MAN/503	Accounting for Management	4
	Activity-1st (Choose any One from the basket) ECOM/ACT/504	1. Study of E-Business Applications 2. Interpretation of Corporate Financial statement. 3. E-Market Demand survey of Any Product 4. Any Other Activity in Consultation with Guiding Teacher	2
	Elective-1 (Choose any One from the basket) 1. ECOM/ELE/505 2. ECOM/ELE/506 3. ECOM/ELE/507	1. Business Model in E-Commerce 2. Business Processes and Practices 3. E Banking	4
Research Methodology	RM- 1 COM/RM/508	Research Methodology	4
On Job Training/ Field Project	ECOM/OJT/509	--	-
Research Project		--	-
Total Credit For First Semester			22

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Dean

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Semester: II			
	Paper Code	Paper Name	No. of Credits
Major	ECOM/MAN/510	Internet & Web Designing	4
	ECOM/MAN/511	Operation Research	4
	ECOM/MAN/512	Financial & Investment Analysis	4
	Activity-2 nd (Choose any One from the basket) ECOM/ACT/513	1. Preparations of Budgets 2. E-Commerce Web Portal Analysis 3. Knowledge Management for E-Business 4. Any Other Activity in Consultation with Guiding Teacher	2
	Elective-2 (Choose any One from the basket) ECOM/ELE/514 ECOM/ELE/515 ECOM/ELE/516	1. Laws and Taxation in E-Commerce 2. SEM and Social Media 3. Cyber Law	4
Research Methodology			-
On Job Training / Field Project ECOM/ OJT-FP /517	1. OJT: Preparing a E-Survey of Online Marketing Systems. 2. Developing a design Documentation for a mini project. 3. On Line Banking methods & Processes – a project oriented approach.		4
Research Project	--		-
Total Credit For Second Semester			22
Cum. Cr. For PG Diploma			
Credit Summary : First Year (Semester I & II)			
1. Major Mandatory (1 to 6) : 24 Credits			44
2. Major Activity (1 & 2) : 04 Credits			
3. Major Elective (1 & 2) : 08 Credits			
4. RM : 1 : 04 Credits			
5. On Job Training/ Field Project : 04 Credits			
Exit Option: PG Diploma (44 Credits) after Three Year UG Degree and First Year PG			



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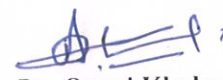


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Dr. Babasaheb Ambedkar Marathwada University



Illustrative Credit Distribution Structure for Two Year /One Year PG As per NEP 2020

M.Com . E-Commerce. Programme

M.Com. E-Commerce: Second year

Level : 6.5

Semester: III			
	Paper Code	Paper Name	No. of Credits
Major	ECOM/MAN/518	Business Models for E-Commerce	4
	ECOM/MAN/519	Networking	4
	ECOM/MAN/520	E-Banking and Financial services	4
	Activity- 3rd (Choose any One from the basket) ECOM/ACT/521	1. Developing an Advertising Web Portal 2. Developing a Web Portal for a shop. 3. E Marketing & CRM study.4. Any Other Activity in Consultation with Guiding Teacher	2
	Elective- 3 (Choose any One from the basket) ECOM/ELE/522 ECOM/ELE/523 ECOM/ELE/524	1. Netiquettes and Cyber Security 2. M Commerce technology and WAP Architecture 3. Digital Media	4
Research Methodology		--	-
On Job Training/Field Project		--	-
Research Project	RP: 1st (Choose any One from the basket) COM/ RP /525	1 Design and Development of a project for Small Scale Industry with a Web based Online Ordering System. 2. Any Other Project in Consultation with Guiding Teacher	4
Total Credit For Third Semester			22

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Semester: IV			
	Paper Code	Paper Name	No. of Credits
Major	ECOM/MAN/526	Case Studies in E-Commerce & M-Commerce	4
	ECOM/MAN/527	Data mining and Data warehousing	4
	ECOM/MAN/528	Accounting Information System	4
	Activity	--	--
	Elective- 4 (Choose any One from the basket) ECOM/ELE/529 ECOM/ELE/530 ECOM/ELE/531	1. Enterprise Resource Planning 2. E Marketing Management 3. Mobile Commerce & Safety Management	4
Research Methodology		--	--
On Job Training/Field Project		--	--
Research Project	RP: 2nd (Choose any One from the basket) ECOM/ RP /532	1. 15 Days Training of GST with CA / CMA / Tax Consultant & Project Preparation on any E-Business Portal 2. 15 Days Training at any Advertising agency / Media House (Print or Electronic) & Preparing a Project of advertising through E-Media Vehicles 3. 15 Days Training at Mutual Fund Advisors Office / Any Broker / Investment Banker / Investment Agency and then Preparing Online Technical Analysis of Stocks of any Listed Company 4. Any Other Project in Consultation with Guiding Teacher (Inclusive of Training and Project both)	6
Total Credit For Fourth Semester			22
Cum. Cr. For 2 year PG Degree First Year PG Diploma 44 Credits + Second Year 44 Credits = 88 Credits Credit Summary : Two Years (Semester I to IV) 1. Major Mandatory (1 to 12) : 48 Credits 2. Major Activity (1 to 3) : 06 Credits 3. Major Elective (1 to 4) : 16 Credits 4. RM : 1 : 04 Credits 5. On Job Training/ Field Project : 04 Credits 6. Research Project (1 & 2) : 10 credits			88
2 Years: 4 Sem. PG Degree (88 credits) after Three Year UG Degree			
Level 8.0 :			
Course Work Min. 12 (3 Courses of 4 Credits Each 4 X 3 = 12)			
Training in Teaching/Education/Pedagogy : 4			
Min. 16 + Ph.D. Work			
Ph.D. in Subject			
(*Imp. Note : Level 8.0 is for student going for teaching profession in Commerce)			

M. Com. E-Commerce: First Year.

Syllabus Semester I

1. ICT Application in E-Commerce
2. Statistical Methods and Analysis
3. Accounting for Management
4. **Activity Ist** (*Choose any one from the Basket*)
 1. E-Business Applications
 2. Interpretation of Corporate Financial statement.
 3. E-Market Demand survey of Any Product
5. **Elective-I** (*Choose any one from the Basket*)
 1. Business Model in E-Commerce
 2. ICT Application in E-Commerce
 3. E Banking
6. Research Methodology



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M.Com. E-Commerce
Syllabus: I - Semester

1. ICT Applications in E-Commerce

Unit1: Introduction to Information Communication Technology (ICT)
Evolution of computers – Features and design – Managing Hardware, Software, Computer Languages . Operating Systems – DOS Information Communication Technology (ICT)- Concept, Importance, Components, Use of ICT in E-commerce, Role of ICT in driving E-commerce business, ICT and E-commerce relationship, ICT Infrastructure and Ecommerce.

Unit2: Vital ICT Applications, issues

E-Governance: Models – G2G, G2B, G2C, Benefits and risks of E-Governance, ICT in manufacturing – overview of CAD in conjunction with CAM. E-environment- Geographical Information System (GIS) weather forecasting, E education- statistical packages (SPSS), Computer aided learning/e-learning in schools and over the Internet. E-health –Stress, Repetitive Strain Injury (RSI), Eyestrain, Extremely Low Frequency (ELF) radiation. Computers, health, and the law.

Unit3:Barriers of Application & Challenges Unsuitability for business, Enabling factors: internal ICT and managerial knowledge, Cost of developing and maintaining e-business systems, Network infrastructure issues: access and interoperability. Building security and trust, Legal uncertainties, E-business adoption challenges.

Unit4: Recent Trends

Chatbot and Intelligent virtual assistants (IVAs), Recommendation systems, AI driven pricing tools, Web scraping, Mobile Applications. Supply chain visibility software, Warehouse automation technologies, E-Wallets.

References:

1. *"E-Commerce 2019: Business, Technology, and Society"* by Kenneth C. Laudon and Carol GuercioTraver.
2. *"Mobile Payment Systems: Secure Network Architectures and Protocols"* by Christos Dimitrakakis and Juraj Partila.
3. *"Network Security Essentials: Applications and Standards"* by William Stallings

2. Statistical Methods and Analysis

Unit 1 Random Variables and Some Special Distributions

Various approaches of probability: classical, frequency and axiomatic, rules on probability, conditional probability, independence, Bayes' theorem. Univariate random variables: discrete and continuous, distribution functions and their properties, probability mass and density functions, expectation & moments, moment generating function & its properties. Multiple random variables: joint distributions, marginal and conditional distributions. Discrete probability distributions: Bernoulli, Binomial, Geometric, Negative Binomial, Hyper geometric and Poisson distribution. Continuous probability distributions: Uniform, Exponential, Gamma, Normal & Log-normal distribution.

Unit 2 Descriptive Statistics Statistical Terminology: Inferential statistics, population, sample, parameter, statistic, random sample, sampling techniques. Summarizing and Exploring Data: Concept of frequency distribution, measures of central tendency, moments, measures of dispersion/variability, measures of skewness and kurtosis. Introduction to R-software, different aspects of probability distribution and analysis of data in R.

Unit 3 Estimation Sampling distributions, basic concepts of inference (estimation & hypothesis testing), point

estimation & interval estimation. Testing of Hypotheses Null and alternate hypothesis, simple & composite hypotheses, critical region, N-P lemma, tests for mean, variance and proportion in one and two sample problems. Chi-square goodness of fit test. Introduction to nonparametric test, Contingency table, test of independence.

Unit 4 Regression & Correlation

Simple linear regression, least squares fit and correlation analysis. Tests for slope & correlation, prediction problem, residual plots. Multiple linear regression. Analysis of Variance. Statistical models in R.

Readings

Textbooks & Reference books:

1. Probability and Statistics in Engineering by Hines, Montgomery, Goldsman & Borror. Wiley Student Edition.
2. An Introduction to Probability and Statistics by Rohatgi and Saleh. Wiley Student Edition.
3. An Introduction to Mathematical Statistics and its Applications by Larsen & Marx. Pearson.
4. Introduction to Probability Models by Sheldon M. Ross, Academic Press.]
5. Probability and Statistics by Spiegel, Schiller and Srinivasan. Tata McGraw-Hill Pub.] Co. Ltd.
6. Introduction to Probability and Statistics by J. Susan Milton] & J.C. Arnold, 4th Ed., Tata McGraw-Hill Pub. Co. Ltd.
7. Miller and Freund's Probability and Statistics for Engineers by Johnson/Miller,] Pearson Education India.
8. An Introduction to R; manual from www.r-project.org]

3. Accounting for Management

Management Accounting - Syllabus

Unit I Standard costing Meaning, Concepts and Objectives, Merits and Demerits of Standard costing, Prerequisite for establishment of standard costing, Efficiency and Activity Ratios, Variance Analysis and Control

Unit II Marginal costing Definition, Assumptions and Uses, Marginal Costing Vs. Absorption Costing, CVP /BEP Analysis, Key factors and Safety Margin, Managerial Decision Making Areas – Product Mix, Make or Buy, Pricing Decisions

Unit III Budgetary Control Concepts and Objectives, Merits and Demerits of Budgetary Control, Fixed and Flexible Budget, Cash Budget and master Budget, Zero based Budgeting

Unit IV Reconciliation of Cost and Financial Accounts Need of reconciliation, Remodelling Financial Records, Reconciliation of Profits, Methods of Reconciliation

Unit V Project Students are expected to select a company and Perform cost analysis of that company, prepare a report and make presentation in the class. Live cases cost accounting reports attached to annual reports should be analyzed

Books Recommended:

1. Jawahar Lal, Cost Accounting, Tata McGraw Hill New Delhi
2. B.M. Lall Nigam and I.C. Jain, Cost Accounting, Principles, Methods and Techniques, PHI Pvt. Ltd, New Delhi
3. Bhabator Banerjee, Cost Accounting –Theory and Practice, PHI Pvt. Ltd, New Delhi.
4. H. V. Jhamb, H. V. Jhamb, Fundamentals of Cost Accounting, Ane Books Pvt Ltd, New Delhi
5. M. N. Arora, Cost Accounting – Principles and Practice, Vikas Publishing House, New Delhi.
6. M.C. Shukla, T.S. Grewal and M P. Gupta, Cost Accounting, Text and Problems, S. Chand & Co. Ltd., New Delhi
7. S.P. Jain and K. L. Narang, Cost Accounting, Principles and Methods, Kalyani Publishers, Jalandhar
8. : S. N. Maheshwari & S.N. Mittal, Cost Accounting, Theory and Problems, Shri Mahabir Book Depot, New Delhi

4. Business Model in E-Commerce

Unit1: Introduction to E-enterprise and Business Models

- A. E-Commerce and E-enterprise- Concepts, Features, types of Business models, Difference between E-commerce and E-business, Eight key elements of a business model, E-tailing Business Models, Primary revenue Models in ecommerce.
- B. E-Commerce Process Models: E-business Models Based on the Relationship of Transaction Parties, e-commerce Sales Life Cycle (ESLC) Model, selection of Ecommerce business model.

Unit2: E-commerce Business Models

- A. E-commerce Business Models: Business models in emerging E-commerce areas, Business to Consumer (B2C)- Characteristics, Process. Business to Business (B2B)- Characteristics, Importance, Alternative models of B2B, Features of C2C and C2B.
- B. Marketing and Business strategies: B2C and B2B E-commerce, Role of Websites in B2C.

Unit3: Electronic Payment System

- A. Digital Wallets and Digital Cash, Online stored value system, Digital accumulating balance payment systems, Digital checking payment systems.
- B. Online credit card transactions, Wireless payment systems, Electronic billing EBPP, Market size and growth.

Unit4: The Impact of E-Business on Different Fields and Industries

- A. E-Tourism · Employment and Job Market Online, Online Real Estate, Online Publishing and e-Books, Banking and Personal Finance Online.
- B. On-Demand Delivery Systems and E-Grocers, Online Delivery of Digital Products.

References:

1. "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers" by Alexander Osterwalder and Yves Pigneur.
2. "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries.
3. "E-Business Models: Concepts, Theory, and Application" by Omar El Sawy and Francis Pereira.
4. "Platform Revolution: How Networked Markets Are Transforming the Economy and How to Make Them Work for You" by Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary.
5. "Value Proposition Design: How to Create Products and Services Customers Want" by Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith, and Trish Papadacos.

2. ICT Application in E-Commerce

Unit 1: Introduction to Information Communication Technology (ICT)

Evolution of computers – Features and design – Managing Hardware, Software, Computer Languages, Operating Systems – DOS.

Information Communication Technology (ICT)- Concept, Importance, Components, Use of ICT in E-commerce, Role of ICT in driving E-commerce business, ICT and E-commerce relationship, ICT Infrastructure and Ecommerce.

Unit2: Vital ICT Applications, issues A. E-Governance: Models – G2G, G2B, G2C, Benefits and risks of E-Governance, ICT in manufacturing – overview of CAD in conjunction with CAM. B. E-environment- Geographical Information System (GIS) weather forecasting, E education- statistical packages (SPSS), Computer aided learning/e-learning in schools and over the Internet. E-health –Stress, Repetitive Strain Injury (RSI), Eyestrain, Extremely Low Frequency (ELF) radiation. Computers, health, and the law.

Unit3:Barriers of Application & Challenges A. Unsuitability for business, Enabling factors: internal ICT and managerial knowledge, Cost of developing and maintaining e-business systems, Network infrastructure issues: access and interoperability. B. Building security and trust, Legal uncertainties, E-business adoption challenges.

Unit4: Recent Trends A. Chatbot and Intelligent virtual assistants

(IVAs), Recommendation systems, AI-driven pricing tools, Web scraping, Mobile Applications. Supply chain visibility software, Warehouse automation technologies, E-Wallets.

References: 1. "E-Commerce 2019: Business, Technology, and Society" by Kenneth C. Laudon and Carol GuercioT

6. Research Methodology

Unit 1 Introduction to Research

- a) Meaning of Research, Need and Scope of Research in Social Sciences, Humanities, Commerce and Management, Types of research- Basic, Applied, Descriptive, Analytical, Casual and Empirical Research.
- b) Planning of Research, Selection of Research Problem, Research Design, Significance of Review of Literature, Formulation, Importance and Types of Hypothesis, Significance and Methods of Sampling, Factors determining sample size

Unit 2 Research Process

- a) Stages in Research process, Primary data: Observation, Experimentation, Interview, Schedules, Survey, Limitations of Primary data, Secondary data: Sources and Limitations, Meta-Analysis
- b) Factors affecting the choice of method of data collection, Questionnaire: Types, Steps in Questionnaire Designing, Essentials of a good questionnaire

Unit 3 Data Processing and Statistical Analysis

- a) Data Processing: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation, Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis.
- b) Testing of Hypotheses – Parametric Test-t test, f test, z test, Non-Parametric Test -Chi square test, ANOVA, Factor Analysis, Multiple Regression Analysis, Interpretation of data: significance and Precautions in data interpretation

Unit 4 Research Reporting and Modern Practices in Research

- a) Research Report Writing: Importance, Essentials, Structure/ layout, Types, References and Citation Methods: APA (American Psychological Association), CMS (Chicago Manual Style) MLA (Modern Language Association), Bibliometrics
- b) Footnotes and Bibliography, Modern Practices: Ethical Norms in Research, Plagiarism, Role of Computers in Research 24

Reference:

1. Research Methodology – Text and Cases with SPSS Applications, by Dr S.L. Gupta and Hitesh Gupta, International Book House Pvt Ltd
2. Business Research Methodology by T N Srivastava and ShailajaRego, Tata Mcgraw Hill Education Private Limited, New Delhi.
3. Methodology of Research in Social Sciences, by O.R. Krishnaswami, Himalaya Publishing House
4. Research Methodology by Dr Vijay Upagude and Dr. Arvind Shende Business Statistics by Dr S. K Khandelwal, International Book House Pvt Ltd
5. Quantitative Techniques by Dr S. K Khandelwal, International Book House Pvt Ltd
6. SPSS 17.0 for Researchers by Dr S.L Gupta and Hitesh Gupta, 2nd edition, Dr S. K Khandelwal, International Book House Pvt Ltd
7. Foundations of Social Research and Econometrics Techniques by S.C. Srivastava, Himalaya publishing House.
8. Statistical Analysis with Business and Economics Applications, Hold Rinehart & Wrintston, 2nd

M Com (E-Commerce) Semester II

1. Internet & Web Designing
2. Operation Research
3. Financial & Investment Analysis
4. International Business Laws and Taxation in E-Commerce
5. SEM and Social Media
6. Cyber Security

1. Internet & Web Designing

Unit1: Introduction to Internet

- A. Concept, Evolution of internet, Significance, Limitations, Types of Networks, Internet Network Services and functions of internet, current trends on internet.
- B. Internet Technology and Protocol, Internet Connectivity, TCP/IP, Router, Internet Addressing Scheme.

Unit2: Internet Security Management

- A. Management Concepts and Information Privacy and Copyright Issues, Network etiquettes.
- B. Overview of Internet Security, Firewalls, Internet Security, basics of asymmetric cryptosystems, Governance on internet, impact of internet on society, Internet Applications.

Unit3: Web designing

- A. WWW- Concept, Web technology, Functioning of websites, Creating a Basic Web Page, Web Page Layout Techniques, Type of websites.
- B. Hypertext Markup Language (HTML)-Essential HTML for content, Cascading Style Sheets (CSS)- Selector Type, Common Properties, Photoshop Elements

Unit3: Transaction Management and Recovery System

- A. Transaction Management: Transaction Concept, Transaction State, Implementation of Atomicity and Durability.
- B. Recovery System: Failure Classification, Storage Structure, Recovery and Atomicity- Log - Based Recovery - Recovery with Concurrent Transactions.

Unit4: SQL Concept

- A. Basics of SQL: Form of Basic SQLQuery – Examples of Basic SQL Queries, Multi table Queries.
- B. Introduction to Nested Queries, Correlated Nested Queries, NULL values - Comparison using Null values - Disallowing NULL values, Complex Integrity Constraints in SQL Triggers and Active.

References:

1. *Database System Concepts* by Abraham Silberschatz, Henry F. North, and S. Sudarshan.
2. *Database Management Systems* by Raghu Ramakrishnan and Johannes Gehrke.
3. *SQL Programming and Database Design Using Microsoft SQL Server* by KalmanToth.
4. *SQL Cookbook* by Anthony Molinaro.
5. *Learning SQL* by Alan Beaulieu.
6. *Head First SQL: Your Brain on SQL -- A Learner's Guide* by Lynn Beighley.

2. Operation Research

Unit I:

Operations Research – Introduction, Meaning & definition- Origin, characteristics & scope of OR – Managerial decision making and OR- Models and modeling in OR- Methodology (Process/phases) of OR- Important OR techniques- Limitations of OR. Hours 06

Unit II: Linear programming-Introduction, meaning and definition of LP-Requirements of LPP- Basic assumptions of LP- Application of LP- Formulating a problem as an LP model- Advantages & Drawbacks of LP technique- Solution to LPP- Graphic method & feasible solution- Simplex method (Maximizing Z with the inequality of constraints $<$ & Minimizing Z with the inequalities of constraints $<$ Two methods only) – Linear Programming applications – Data Envelopment Analysis (DEA) – Evaluation the efficiency of financial institutions – overview of the DEA approach – DEA Linear Programming Models.

Unit III: Transportation and assignment model – Transportation model-Introduction, concept and application of transportation model- Initial solution for transportation problem- Methods- North West Corner Method (NWCM), Least cost method (LCM) & Vogel's Approximation Method (VAM) – Test for optimality (Optimal solution) – Stepping stone method- Modified Distribution Method (MODI) – Assignment model- introduction and concept- Solution of assignment model- Hungarian Assignment Method.

Unit IV : Network analysis- Project Management & phases of project Network analysis & objectives- Network models – PERT & CPM- Basic concepts of Network analysis (Activity, event etc.)- Network diagram- Critical Path Method (CPM)- Concept, meaning, advantages, drawbacks, features, & application of CPM- Time estimates in CPM- critical path- Calculation of project duration in CPM- Programme Evaluation and Review Technique (PERT) – Concept, meaning, advantages, drawbacks & features of PERT- Time estimates in PERT- Decision making by PERT- Difference between PERT & CPM.

Suggested Readings:

1. *Operations Research techniques for management- VK Kapoor- Sulthan Chand & Sons*
2. *Operations Research—Applications and Algorithms. Winston, Wayne.*
3. *Operations Research, Pannerselvam R, PHI New Delhi.*
4. *Introductions to Operations Research , Hillior, Fredericks, Mc Grow Hills.*
5. *Introduction to operation research- P k Gupta, DS Hira- S Chand & Co. Ltd.*
6. *Operations research- Kanti Swarup, P K Gupta, Manmohan- Sulthan Chand & Sons*
7. *QT in management- N D Vohra – Tata McGrawhill*
8. *Practical problems in operations research: K K Chawla, Vijay Gupta, Bhushan K & Sharma – Kalyani Publishers, new Delhi*

3. Financial & Investment Analysis

Unit I Basics of Investment analysis

Unit II Objectives of Investor - Characteristics of Investment: risk- return (Fundamental concepts), safety, liquidity, Tax shelter, etc. - Non-marketable financial assets: Deposit with Banks, Instruments of Post offices. Marketable financial assets: Money Market Instruments - Bonds or Fixed Income Securities NCDs, Equity Shares - Mutual Fund Schemes - Foreign Exchange Markets, Spot Forward Rates. Securities Market: Primary and Secondary Market Analysis Primary Market and its functions - Secondary Market: its functions and Operations - Securities and Exchange Board of India: Objectives, Powers and Functions. Phrases/ Terms used in secondary market trade, use of Online Portal to buy/sell securities.

Unit III Personal Finance

Thumb Rules of Investment. Decision of Investment according to Age, Income, Future Objectives. Tax Planning Retirement Planning and Investments Procedure of obtaining Loans. Calculation of EMI and impact of Loan on personal Investment. CIBIL Score and its usage. Term Insurance and Medical Insurance. Use of Credit Cards and Calculation of Interest Rate

Unit IV Basic Accounting

Basic Accounting Concepts, Conventions, basic terminologies like asset, liability Flow of Accounting System Balance Sheet Analysis, Revenue Statement Analysis and Cash Flow Analysis

REFERENCES:

1. Chandra, Prasanna (2000) *Investment Analysis and Portfolio, Management*, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
2. Chandra, Prasanna (1993) *Finance Sense*, Tata McGraw-Hill Publishing Company Ltd, New Delhi.
3. Hirschey, M. (2001), *Investment Theory and Applications*, Hircourt College Publisher, USA
4. Shalla V. K. (1983), *Investment Management, Security Analysis and Portfolio Management*, S. Chand, New Delhi.

4 International Business, Law and Taxation

Unit 1 Use of Internet in the International Business

International Business: Concept, Features, External and Internal Factors of International business
Internet and International business: Significance, Use of Internet, Impact of Ecommerce and Barriers
International E-commerce business: Concept of E-business, Features, Evolution,

Unit 2 International Outsourcing and Ethics

Global outsourcing: Concept, Forms, Drivers, Development in IT-BPO Sector International Outsourcing in India: Benefits, Growth Drivers of India, Limitations Ethics in International e-Business, Constraint in e- Business in India, International E-Commerce Benchmarking,

Unit 3 International Law and Taxation

International Legal environment in E-commerce, European Community Law, Intellectual Property Law, Pillaging Patent United States Taxation of International e-Commerce, Law and Policy of Organisation for Economic Co-operation and Development (OECD) International Taxation and e-Commerce: Direct and Indirect taxation, Relevance of E-commerce, Effect of E-commerce on consumption taxes, Emerging Tax Policy,

Unit 4 Government Intervention in International Business

Instruments of Government Intervention: Tariff and Non- Tariff Barriers, Investment Barriers, Policies regarding e-commerce: FDI Policy, Foreign Trade Policy, Export-Import Policy- Methods of E-payment, e-Documentations Rationale for Government Intervention: Defensive and offensive rationale, Economic Freedom and Government Support

References

1. Daniels, John, Ernest W. Ogram And Lee H. Redebungh, *INTERNATIONAL BUSINESS, ENVIRONMENTS AND OPERATIONS*.
2. Kapoor ND, *COMMERCIAL LAW*; Sultan Chand & Co., New Delhi. Lew, Julton D.M And Clive Stand Brook (Eds), *INTERNATIONAL TRADE LAW AND PRACTICE*, Euromoney Publications, London.
3. Motiwal OP, Awasthi , *INTERNATIONAL TRADE – THE LAW AND PRACTICE*,
4. Bhowmik And Company, New Delhi. Schmothoff C.R: *EXPORT TRADE, THE LAW AND PRACTICE OF INTERNATIONAL TRADE*.

6. Cyber Security

Unit 1

Overview of Cyber security Cyber security increasing threat landscape, Cyber security terminologies- Cyberspace, attack, attack vector, attack surface, threat, risk, vulnerability, exploit, exploitation, hacker., Non-state actors, Cyber terrorism, Protection of end user machine, Critical IT and National Critical Infrastructure, Cyber warfare, Case Studies.

Unit 2

Data Privacy and Data Security Defining data, meta-data, big data, non personal data. Data protection, Data privacy and data security, Personal Data Protection Bill and its compliance, Data protection principles, Big data security issues and challenges.

Unit 3

Data protection regulations of other countries- General Data Protection Regulations(GDPR),2016 Personal Information Protection and Electronic Documents Act (PIPEDA), Social media- data privacy and security issues.

Unit 4

Cyber security M a n a g e m e n t , Compliance and Governance Cyber security Plan- cyber security policy, cyber crises management plan., Business continuity, Risk assessment, Types of security controls and their goals, Cyber security audit and compliance, National cyber security policy and strategy.

References

1. *Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives* by Sumit Belapure and Nina Godbole, Wiley India Pvt. Ltd.
2. *Information Warfare and Security* by Dorothy F. Denning, Addison Wesley.
3. *Security in the Digital Age: Social Media Security Threats and Vulnerabilities* by Henry A. Oliver, Create Space Independent Publishing Platform.
4. *Data Privacy Principles and Practice* by Natraj Venkataramanan and Ashwin Shriram, CRC Press.
5. *Information Security Governance, Guidance for Information Security Managers* by W. KragBrothy, 1st Edition, Wiley Publication.
6. *Auditing IT Infrastructures for Compliance* By Martin Weiss, Michael G. Solomon, 2nd Edition, Jones Bartlett Learning.