

**DEPARTMENT OF BUSINESS STUDIES  
SARDAR PATEL UNIVERSITY  
VALLABH VIDYANAGAR**



**SYLLABUS EFFECTIVE FROM: 2017-18  
MASTER OF COMMERCE  
E-Commerce**

**Programme & Subject: Master of Commerce (E-Business) (MCOM(EBIZ))**

**SEMESTER I**

<b>CODE:</b>	<b>PM01CMEB21</b>	<b>TOTAL CREDITS: 4</b>
<b>PAPER:</b>	<b>COMMUNICATION SKILLS FOR MANAGERS</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	Communication and Presentation 1. Conventions of E-communication : Concept and Process 2. Barriers to e- communication 3. Methods / Tools of e-communication 4. Presentation Skills (Making PPT presentation) 5. Non –Verbal Communication during Presentation	<b>25%</b>
<b>2</b>	Organizational Communication 1. Managing Project Communication: Mandatory, Informational, Marketing 2. Project Communication Mix 3. Financial Communication 4. Communication between functional Areas: Marketing & Production, HR & Other, Finance & Other	<b>25%</b>
<b>3</b>	Soft Skills and Written Skills 1. Interpersonal Communication 2. Self-management: Stress management, Time management and Teamwork 3. E- Mail Etiquettes and Drafting of e-mails 4. Drafting Sales letters 5. Conversion of Data into Information: graphs, Chart, tables etc.	<b>25%</b>
<b>4</b>	Corporate Communication and Media Relation 1. Corporate Communication – practice Areas 2. Crisis Management Communications 3. Crisis Communication Planning: organizing and Completing a plan 4. Media Release in Crisis Situations 5. Using Electronic media for sales promotion ( Internet ) 6. Cases based on entire Syllabus Topics should be given.	<b>25%</b>

**Evaluation Scheme:**

For the purpose of deciding final University examination results, the ratio between the Internal & External assessment shall be 50:50. **Two Hours Examination**

**Internal Examination: 50 Marks – Average of (Theory: 50 + Practical: 50)**

**External Examination: 50 Marks – Average of (Theory: 50 + Practical: 50)**

**Text and Reference Books:**

1. Lesikar & Flatly : Basic Business Communication
2. V K Jain & Omprakash Biyani: Business Communication: S Chand
3. Hasbany Ghassan: How to make winning presentation: Jaico Publication
4. Peter F Haddon, Mastering Personal & Interpersonal Skills: Thorogood
5. Merry Shelburne, Effective Public Relations: A Practical Approach: biztantra
6. Edited by, Fernandez, Pattanayak, DHAR, Ravishankar: Human Skills: Himalya Publishing House.
7. Chaturvedi P. D. & Chaturvedi Mukesh: Business Communication: Pearson Second Edition
8. Raman Minaxi and Singh : Business Communication: Oxford University Press

<b>CODE:</b>	<b>PM01CMEB22</b>	<b>TOTAL CREDITS: 4</b>
<b>PAPER:</b>	<b>MANAGEMENT THEORY &amp; PRACTICE</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	Introduction to management: Definition, features, Concept and Importance of Management, Skills & Management Levels, -The management Process (Functions)-The Challenge of Management. The Evolution of management theory.	<b>25%</b>
<b>2</b>	Management in the 21st century: Organizational & Natural Environment-Social Responsibility and Ethics, Globalization and management, Inventing and Reinventing Organizations Culture & Multi-Culturalism.	<b>25%</b>
<b>3</b>	Planning: concept and Planning process Decision Making-Concept and Process Organizing: Organizational Design & Structure- Human Resource Management (Recruitment, Selection & Training and Development)-Managing organizational Change and Innovation.	<b>25%</b>
<b>4</b>	Leadership-Approaches to leadership, Styles of Leadership Teams and Team Building Communication: Process, Barriers, Measures for Effective communication Motivation- The challenge of motivation-Theories of motivation Controlling: Process, Effective control, Management Control Systems.	<b>25%</b>

**Text and Reference Books:**

1. Management by Stoner
2. Business Policy & Strategic Management – Azar Kazmi
3. Principles of Management by Koontz & O'Donnel4.
4. Strategic Marketing Management –text and cases by U.C. Mathur, Macmillan Publishers India

<b>CODE:</b>	<b>PM01CMEB23</b>	<b>TOTAL CREDITS: 4</b>
<b>PAPER:</b>	<b>ACCOUNTING FOR BUSINESS DECISIONS</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	Financial Accounting as a Management Activity – Need – Importance – Concepts and Conventions related to Balance Sheet and Profit and Loss Account – Financial Reporting Practices (Cashflow, Segmental, Environmental) – Brief Idea on IFRS	<b>25%</b>
<b>2</b>	Accounting Mechanics – Process of recording transactions – Accounting Process in a Computerized Environment – Reading of Financial Statements – Analysis of Financial Statements through Ratio and Trends in brief.	<b>25%</b>
<b>3</b>	Managerial Accounting – Introduction, Need and Importance – Costs and Cost Classification – Direct Costs and Indirect Costs – Cost Determination – Allocation, Apportionment and Absorption	<b>25%</b>
<b>4</b>	Accounting Information for Business Decisions – Concept of Fixed Costs and Variable Costs – Break-even Point, Cost-Volume-Profit Relationship, Product or Cost Centre Profitability – Concept of Relevant Costs in Business Decision-making – Budgets and Budgetary Control (focus on Cash Budget)	<b>25%</b>

**Text and Reference Books:**

- Bhattacharya S K and Dearden John (B & D), "Accounting for Management: Text and Cases, Vikas publishing House, New Delhi.
- Horngren Charles, Foster George, Datar Srikant (H), "Cost Accounting: A Managerial Emphasis, Printice-Hall India.

**Additional Readings:**

- The Chartered Accountant / The Chartered Secretary – A monthly magazine
- The Management Accountant – A monthly magazine
- The Chartered Financial Analyst – A monthly magazine
- The ICAI Reader / The Accounting World – A monthly magazine

<b>CODE:</b>	<b>PM01CMEB24</b>	<b>TOTAL CREDITS: 4</b>
<b>PAPER:</b>	<b>MANAGERIAL ECONOMICS</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	Introduction to Managerial Economics Definition, Nature and Scope of Managerial Economics, Role of Managerial Economist, Objectives of Business Firm, Demand Distinction, Demand and Revenue Relationship, Elasticity of Demand - Income Elasticity and Promotional Elasticity of Demand- Their use in the Business Decision Making, Demand Forecasting – meaning, factors and methods of forecasting	<b>25%</b>
<b>2</b>	Market Structure and Managerial Decision Making Definition, Different Market Structure (perfect competition, monopolistic competition, monopoly, Oligopoly and Duopoly, Price & Output decisions in different Market forms	<b>25%</b>
<b>3</b>	Production and Cost Analysis Production Function – Short run and long run, Cost Concepts, Cost Output relationship, Short Run and Long Run Cost analysis; Revenue and Revenue Curves, Break – Even Analysis and its implications	<b>25%</b>
<b>4</b>	Macroeconomic Aggregates and Concepts A. Concept and measurements of National Income B. Inflation C. Monetary policy D. Fiscal policy	<b>25%</b>

**Text and Reference Books:**

- AHUJA H.L. - Advance economic theory
- MEHTA P.L. – Managerial economics
- GUPTA G.S - Managerial economics
- THOMAS MAURICE - Managerial economics
- MOTE, PAUL AND GUPTA - Managerial economics
- SAVAGE AND SMALL – introduction to Managerial economics
- SAMUEL PAUL - Managerial economics
- GOPAL KRISHNA - Managerial economics

<b>CODE:</b>	<b>PM01CMEB25</b>	<b>TOTAL CREDITS: 4</b>
<b>PAPER:</b>	<b>FUNDAMENTALS OF E-COMMERCE</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	Computer Fundamentals Introduction – Characteristics – History Overview of System Unit – Power Supply – Motherboard and its components Overview of CPU, ROM, RAM and Secondary Storage Devices Overview of Input / Output Devices	<b>25%</b>
<b>2</b>	Internet and Web: E-Commerce Infrastructure Internet Technology & Background – The World Wide Web – Internet and Web: Features & Services What is E-Commerce? – Difference between E-Commerce and Commerce (E-Business) – Unique Features of E-Commerce – Types of E-Commerce – Brief History of E-Commerce	<b>25%</b>
<b>3</b>	E-Commerce Business Models & Concepts Key Elements of a Business Model Major B2C Business Models: Portal, E-tailer, Content Provider, Transaction Broker, Market Creator, Service Provider, Community Provider Major B2B Business Models: Edistributor, E-procurement, Exchanges, Industry Consortia, Private Industrial Networks Business Models in Emerging E-Commerce Areas How Internet and Web change Business	<b>25%</b>
<b>4</b>	Online Security & Payment Systems E-Commerce Security Environment - Security Threats in E-Commerce - Technology Solutions - Payment Systems - Payment Systems in E-Commerce	<b>25%</b>

**Text & Reference Books:**

1. E-Commerce 2014 (10th Edition) 10th Edition or latest edition by Kenneth C Laudon and Carol Guercio Traver, Pearson Publishing
2. Electronic Commerce 2012: A Managerial Perspective (7th edition) by Efraim Turban, Jae K. Lee, David King, Ting Peng Liang, Deborah Turban (Prentice-Hall Publishing)

<b>CODE:</b>	<b>PM01EMEB21</b>	<b>TOTAL CREDITS: 4</b>
<b>PAPER:</b>	<b>PRINCIPLES OF MARKETING MANAGEMENT</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	Understanding Marketing Management 1. Defining Marketing for the 21st century <ul style="list-style-type: none"> <li>•Introduction of marketing</li> <li>•The scope of marketing</li> <li>•Core marketing concepts</li> <li>•Company orientation towards the market place</li> </ul> 2. Developing Marketing Strategies and Plans <ul style="list-style-type: none"> <li>•Business unit Strategic Planning, Holistic Marketing framework</li> </ul> 3. Gathering information and Scanning the Environment <ul style="list-style-type: none"> <li>•Components of a Modern Marketing Information System, Micro and Macro Environment</li> </ul> 4. Conducting Marketing Research <ul style="list-style-type: none"> <li>•The MR Process</li> </ul>	<b>25%</b>
<b>2</b>	Connecting with Customers 1. Analyzing Consumer Markets <ul style="list-style-type: none"> <li>•Organizational Buying, Key Psychological Processes [Model of CB]</li> <li>•The Buying Decision Process: the Five Stages Model</li> </ul> 2. Identifying Market segments and Targets <ul style="list-style-type: none"> <li>•Levels of Market Segmentation</li> <li>•Bases for Segmenting Consumer Market [ major segmentation variables for consumer markets]</li> <li>•Bases for Segmenting Business Market [ major segmentation variables for Business markets]</li> </ul> 3. Creating Brand Equity and Positioning <ul style="list-style-type: none"> <li>•Building &amp; measuring Brand Equity</li> <li>•Positioning Strategy</li> <li>•Product life – Cycle marketing Strategies</li> </ul>	<b>25%</b>
<b>3</b>	Shaping the Market offering 1. Setting product strategy <ul style="list-style-type: none"> <li>•Product Characteristics and classification</li> <li>•Product Differentiation</li> </ul> 2. Designing and managing services <ul style="list-style-type: none"> <li>•Characteristics of services,</li> <li>• Managing service Quality through SERVQUAL</li> </ul> 3. Developing pricing strategies and programs <ul style="list-style-type: none"> <li>•Pricing methods, adaptation strategies and steps for setting the price policy</li> </ul>	<b>25%</b>
<b>4</b>	Delivering Values 1. Designing and managing Values Networks and Channels <ul style="list-style-type: none"> <li>•The Role of Marketing Channels</li> <li>•Channel Design Decisions</li> </ul> 2. Communicating value <ul style="list-style-type: none"> <li>•Role of marketing communications</li> <li>•Integrated marketing communications</li> </ul>	<b>25%</b>

	<ul style="list-style-type: none"><li>•Steps for Developing Effective Communication</li><li>•Interactive marketing, Direct marketing, sales force</li></ul> <p>3.Managing Personal Communication</p> <p>Types of marketing intermediaries, marketing decisions, Major trends in retailing, wholesaling, and logistics</p>	
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**Text and Reference Books:**

- Marketing Management: Philip Kotler Kevin lane keller, PHI, latest Edition
- Marketing Management: Philip Kotler Kevin lane keller , khosi, jha. The south Asin Perspective, PHI, Latest edition.
- Marketing Management: V.S. Ramaswamy and S .Namakumari. MacMillan India Ltd. Latest edition



<b>CODE:</b>	<b>PM01EMEB22</b>	<b>TOTAL CREDITS: 4</b>
<b>PAPER:</b>	<b>PRINCIPLES OF FINANCIAL MANAGEMENT</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	<p>Overview Financial Management:  Meaning, Importance, Scope of finance; Financial goals - profit vs. wealth maximization; Finance functions – investment, financing, dividend, and liquidity decisions.  eFinance : Conceptual Discussion - Use of IT in Financial Decision-making  Capital Structure: Meaning, Characteristics, Determinants, Calculation of EPS examples  Leverage Analysis: Meaning, Types, Computation of Operating Leverage, Financial Leverage, Combined Leverage and their implications</p>	<b>25%</b>
<b>2</b>	<p>Basic of Capital Budgeting:  Meaning, Features, Significance, Use of PBP, ARP, NPV, PI and IRR Method for decision making  Cost of Capital:  Meaning and significance of cost of capital;  Calculation of cost of debt, preference capital, equity capital and retained earnings, Weighted Average Cost of Capital</p>	<b>25%</b>
<b>3</b>	<p>Working Capital Management:  Overview – Concepts, Significance, Factors affecting working capital requirement, Computation of operating cycle &amp; Estimating Working capital requirements  Management of Cash, Receivables, Inventory  Cash Budgeting – Motives for holding cash, Managing the flow, Computation of cash budget, Credit Policy variables, Credit Evaluation, Types &amp; Motives for holding Inventory, Computation of EOQ, Maximum level, Minimum level, Recorder point, safety stock and ABC Analysis</p>	<b>25%</b>
<b>4</b>	<p>Dividend Policies:  Forms of dividends , Determinants of dividend policy, Walter’s model, Gordon’s model, M.M. hypothesis</p>	<b>25%</b>

**Text and Reference Books:**

Pandey I.M.:Financial Management [10th Edition]:Vikas Publishing House, New Delhi

<b>CODE:</b>	<b>PM01EMEB23</b>	<b>TOTAL CREDITS: 4</b>
<b>PAPER:</b>	<b>PRINCIPLES OF HUMAN RESOURCE MANAGEMENT</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	Fundamentals of HRM: Concept, scope, functions & evolution of HRM, Structure of HRM department; Manpower Planning: Concept & Objectives, Procedure, Short & Long term Manpower Planning, Career & succession planning; Recruitment & Selection: Sources of recruitment, procedure, basis of selection, interviews, tests and induction.	<b>25%</b>
<b>2</b>	Employee Training and Development: Need importance and objectives, Steps in training Programme, Different training techniques, Executives/Management Development process, Management Development programmes in India, Role of IT in training & Development, Promotion – Transfer – Demotion and Separation	<b>25%</b>
<b>3</b>	Employee compensation & Performance evaluation: nature and purpose of compensation, factors affecting compensation, minimum, fair & living wages, types of wages, compensation practice in Indian industries, fringe benefits & incentives in Indian business; concept, of performance evaluation, need, methods, performance evaluation in Indian companies, potential appraisal	<b>25%</b>
<b>4</b>	Industrial Relations & Disputes management - Meaning, parties, requisites of good and healthy industrial relations. Trade Union: Movement and role of trade union in India. Grievance, Unrest and Disputes: Causes and Machinery to resolve industrial disputes; Emerging trends in HRM	<b>25%</b>

**Text and Reference Books:**

1. Personnel Management by C.B.Mamoria
2. Human Resource and Personnel Management by K. Ashwathappa
3. Human Resource Management by S.S.Khanka
4. Dynamics of Industrial Relation by C.B.Mamoria

<b>CODE:</b>	<b>PM01EMEB24</b>	<b>TOTAL CREDITS: 4</b>
<b>PAPER:</b>	<b>FUNDAMENTALS OF OPERATING SYSTEMS</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	Operating System & User Interface Role of Software – Types of Software – Introduction to Operating Systems – Functions of OS – Types of OS User Interface: Command Line and Graphical – Running Programs – Organizing Files & Folders – Managing Hardware Overview of different OS: DOS – Windows (old to latest) – Linux (Ubuntu and Fedora) – Mac OS – Android	<b>25%</b>
<b>2</b>	Linux: Ubuntu Desktop (at least 14.04) Installation – The Ubuntu Desktop – Working with Ubuntu The SHELL – The Linux File System – Files, Directories – The Linux Utilities	<b>25%</b>
<b>3</b>	Windows Client OS Overview of Windows 7, Windows 8, and Windows 10 OS Experiencing Windows 8 – Windows 8 for IT Professionals – Preparing and Deploying Windows 8 – Windows 8 Recovery, Management, and Security	<b>25%</b>
<b>4</b>	Windows Server OS Installing and Configuring Windows Server 2012 – Windows Server 2012 Administration Fundamentals – Windows Server 2012 Directory Services Administration – Windows Server 2012 Data Administration – Windows Server 2012 Network Administration	<b>25%</b>

**Text & Reference Books:**

1. Introduction to Computers by Peter Norton (Latest Edition), Tata McGrawHill Publishing
2. Getting Started with Ubuntu 14.04 by The Ubuntu Manual Team
3. A Practical Guide to Ubuntu Linux, 4<sup>th</sup> Edition by Mark G Sobell, Printice Hall Publishing
4. Introducing Windows 8: An Overview for IT Professionals by Jerry Honeycutt, Microsoft Press Publishing
5. Installing and Configuring Windows Server 2012 Training Guide by Mitch Tulloch, Microsoft Press Publishing
6. Windows Server 2012: Pocket Consultant by William R Stanek, Microsoft Press Publishing

<b>CODE:</b>	<b>PM01EMEB25</b>	<b>TOTAL CREDITS: 4</b>
<b>PAPER:</b>	<b>OBJECT ORIENTED ANALYSIS AND DESIGN</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	<ul style="list-style-type: none"> <li>• The concept of system and software complexity</li> <li>• Introduction to Software Engineering</li> <li>• Software Development Process</li> <li>• Procedural Oriented Approach</li> <li>• Need of an Object Oriented Approach</li> <li>• Algorithmic versus Object Oriented Approach</li> <li>• Overview of Object Oriented Analysis, Design, Coding, and Testing</li> <li>• Overview of Object Oriented Design Patterns (GRASP &amp; GoF)</li> </ul>	<b>25%</b>
<b>2</b>	<ul style="list-style-type: none"> <li>• Major Elements of the Object Model: Abstraction, Encapsulation, Modularity, Hierarchy</li> <li>• Overview of minor elements of Object Model: Typing, Concurrency, and Persistence</li> <li>• The Nature of an Object and relationship among Objects.</li> <li>• The Nature of a Class and relationship among Classes</li> </ul>	<b>25%</b>
<b>3</b>	<ul style="list-style-type: none"> <li>• Introduction to UML</li> <li>• UML Basics</li> <li>• Class and Object Diagram</li> <li>• Use case Diagram</li> <li>• Case Study</li> </ul>	<b>25%</b>
<b>4</b>	<ul style="list-style-type: none"> <li>• Activity Diagram</li> <li>• Sequence Diagram</li> <li>• Package Diagram</li> <li>• Component Diagram</li> <li>• Deployment Diagram</li> <li>• Case Study</li> </ul>	<b>25%</b>

**Text and Reference Books:**

1. Object Oriented Analysis and Design with Applications By Grady Booch Publisher: Addison Wesley
2. Learning UML 2.0: By Kim Hamilton, Russell Miles, Publisher: O'Reilly
3. SAMs: Teach yourself UML in 24 Hours By Joseph Schmuller, Publisher: SAMS Publishing
4. An Integrated Approach to Software Engineering, 3e, By Pankaj Jalote, Narosa Publishing House
5. Software Engineering: A Practitioner's Approach, Roger S. Pressman, McGraw-Hill

<b>CODE:</b>	<b>PM01SMEB25</b>	<b>TOTAL CREDITS: 2</b>
<b>PAPER:</b>	<b>CLIMAGE CHANGE &amp; SUSTAINABLE DEVELOPMENT</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	Environmental Pollution Causes & Effects of Air, water, soil, marine noise pollution Solid Waste Management Role of Individual in prevention of pollution	<b>25%</b>
<b>2</b>	Climate Change Causes & Effects of Air, water, soil, marine noise pollution Solid Waste Management Role of Individual in prevention of pollution	<b>25%</b>
<b>3</b>	Water, Land and Bio-Diversity Management Water Crisis- Demands and Trends- Resource Management- Sustainable Land Management- Bio-diversity Water conservation, Rainwater harvesting	<b>25%</b>
<b>4</b>	Sustainable Development Sustainable Urban future – Rural Development Business Responsibility Case Study	<b>25%</b>

**Text and Reference Books:**

Text book of Environmental Studies for UG Courses, Erach Barucha, Publisher University Press, University Grants Commission