

**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 II

CODE:	PM02CMEB21	TOTAL CREDITS: 4
PAPER:	PRESENTATION AND CAREER PLANNING SKILLS	
UNIT	DESCRIPTION IN DETAIL	WEIGHTAGE (%)
1	Self–Presentation and Online Presentation 1. Self-Presentation/Grooming 2. Presentations for Career 3. Blogging for Business 4. Online Presentations 5. Tools for online Presentation 6. Preparing for Group Discussion	25%
2	Communication Skills for Commerce (E-Business) # 1. Skills in demand from an E-Professional 2. Skills of protecting your cyberspace 3. Skills of a technical writer_ Basic 4. Skills of a technical writer_ personal Traits 5. Collaborative Writing_ Types & Strategies 6. Tools for collaborative Communication	25%
3	Internet and Career Planning 1. SWOT Analysis 2. Career Goals 3. Strategies in the Job-Search Process: Building a network of contacts; Identifying Appropriate Jobs and Finding Employer* 4. Creating job opportunities 5. Use of internet and social media for career opportunities 6. Skills and Competencies of global Managers	25%
4	Interview Preparation 1. Nature and Importance of Interview 2. Preparing for the Job Interviews 3. Types of Interviews (Job, Appraisal, Exit Interviews) 4. Stress and Behavioural Interviews 5. Job Application Letter/Cover Letter and Drafting Resume 7. Cultural Difference and Interpersonal Sensitivity	25%

Practical:

1. Presentations
2. Group Discussion
3. Book Reviews

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 Raymond V., Flatley Marie E., Rentz Kathryn, Pande Neerja: Business Communication – Making Connections in a Digital World. McGraw Hill, Special Indian Edition.
2. Hasbany Ghassan: How to make winning presentation: Jaico Publication
3. Om P Juneja & Aarti Majumdar: Business Communication Techniques & Methods, Orient BlackSwan.
4. # Prasad, P. Communication Skills for Professionals.
5. Antony Jay & Ross Jay, Effective Presentation, Universities Press (UP).
6. Joann Driggers: Chapter 15, 'Preparing for Careers' Life Management Skills. Delmar Publishers.
7. David Robinson: Business Etiquettes, Kogan Page India Private Limited.
8. Priyadarshi Patnaik: Group Discussion and Interview Skills. Foundation Books. 2011
9. # Sajitha Jayprakash: Technical Writing. Management Perspective. Oxford and IBH Publishing, New Delhi.

CODE:	PM02CMEB22	TOTAL CREDITS: 4
PAPER:	QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS	
UNIT	DESCRIPTION IN DETAIL	WEIGHTAGE (%)
1	<ul style="list-style-type: none"> • LINEAR PROGRAMMING PROBLEM (20 %) Nature and scope of operations research, Linear programming formulations of linear programming problems, Assumption of LPP Methods of solving LPP: 1) Graphical Method Special cases: a) Infeasibility b) Unbounded ness c) Degeneracy d) Multiple optimal solution 2) Simplex Method Duality, Economics interpretation of dual sensitive analysis. • DECISION THEORY (5 %) Pay-off table, Opportunity loss or regret table, Decision rules (Under certainty and Risk), Decision tree. 	25%
2	<ul style="list-style-type: none"> • TRANSPORTATION & ASSIGNMENT PROBLEMS(15 %) Transportation Problems: 1) North-West corner Method 2) Vogel's Approximation Method Testing of optimality: 1) Stepping stone Method 2) MODI Method Special cases: 1) Unbalanced Transportation problem 2) Degeneracy Assignment Problems: 1) Complete Enumeration problems 2) Hungarian method(Maximization & Minimization Problems) • MEASURE OF CENTRAL TENDENCY & DISPERSION (10 %) Basic Terminologies, Construction of frequency distribution. Measures of central tendency (i) Mean (ii) Weighted mean (iii) Mode (iv) Median Measures of dispersions (i) Range (ii) Standard Deviation (iii) Coefficient of Variation 	25%
3	<ul style="list-style-type: none"> • PROBABILITY (10 %) Basic terminology in probability, Different definitions of probability, Probability rules (Without proof) Probabilities under conditions of statistical independence Probabilities under conditions of statistical dependence • PROBABILITY DISTRIBUTION (15 %) 	25%

	<p>Random variables, Expected value</p> <p>1) Binomial distribution</p> <p>2) Poisson distribution</p> <p>3) Normal distribution</p>	
4	<ul style="list-style-type: none"> • CORRELATION & SIMPLE REGRESSION (10 %) Correlation: Introduction, Correlation analysis, scattered diagram, Karl Pearson's correlation coefficient Simple Regression: Introduction, Method of least squares & its examples • NETWORK ANALYSIS (10 %) PERT & CPM Networks, Rules of network construction, Earliest and latest times, Determination of critical path, Determination of float. • SIMULATION (5 %) Process of simulation, Monte Carlo simulation of an inventory system, Simulation of queuing system, Advantages & Disadvantages of simulation. 	25%

Text and Reference Books:

1. Statistics for Management by Richard I. Levin & David S. Rubin (Latest Edition)
2. Quantitative Techniques in Management by N. D. Vohra (Latest Edition)

CODE:	PM02CMEB23	TOTAL CREDITS: 4
PAPER:	BUSINESS POLICY & STRATEGIC MANAGEMENT	
UNIT	DESCRIPTION IN DETAIL	WEIGHTAGE (%)
1	Introduction to Strategic Planning: Evolution –Nature & Scope – Difference between Strategic Decisions, Administrative Decisions, Operational Decisions Strategic Planning in India: New Industrial Policy – Trade Policy – Macro Economic Problems – Structural Adjustments – Entrepreneurship Opportunities – Business Challenges.	25%
2	Strategic Planning Process: Mission and Business Definition – Survey of the environment – Analysis of Industry and Competition – Internal Appraisal of the Firm	25%
3	Competitive Advantage & Core Competence: Concept – Nature & Significance – Sources – Appraisal – Building/Acquiring Competitive Advantage – Concept of Core Competence – Acquiring Core Competence	25%
4	Strategy Formulation and choice: Setting Corporate Objectives – Formulating Corporate Strategy & Business Level Strategy – Generic Strategy Alternatives – Expansion Strategy -Intensification and Diversification-Evaluation of Opportunities – Criteria for Choice – Allocating Resources to Business	25%

Text and Reference Books:

1. Marketing Management: Analysis, Planning & Control: - Phillip Kotlar
2. Business Policy & Strategic Management – Azar Kazmi
3. Strategic Marketing-David W.Cravens ,Nigel f.Piercy
4. Marketing Strategy, TMH Ed. - Boyd Walker, Mullins Larrech
5. Strategic Marketing by David W.Cravens, Nigel f.Piercy, Irwin 5th Edition., Mac grew-HillsPublications.

CODE:	PM02CMEB24	TOTAL CREDITS: 4
PAPER:	LEGAL ASPECTS OF COMMERCE (E-BUSINESS)	
UNIT	DESCRIPTION IN DETAIL	WEIGHTAGE (%)
1	Business and Contract Law in India – Indian Contract Act, 1872 - Formation of a Contract – Essential elements of a valid contract – Consideration and legality of object – importance of Public Policy – Capacity to Contract – Free consent – Valid, Void and Voidable contracts – Void agreements – Communication – Quasi contract – Discharge of Contract – Breach of Contract : consequences and remedies.	25%
2	Commerce and Trade as an economic activity – Business transactions – Goods and Services – Sale of Goods – Conventional commerce and E Commerce – Essentials of a valid Sale – formalities of the contract – Conditions and warranties – property in Goods – performance of the contract of Sale – rights and duties of the buyer – rights and duties of the seller – issues for sale of Goods in E Commerce era -	25%
3	Intellectual Property rights : Patents : Invention – Patent – inventions not patentable – Registration of a Patent – Revocation of Patents – General principles applicable to patented inventions – Compulsory Licence – Offences and remedies. Trade Marks : The concept of Trade Mark – features of a good trade mark – Trade Description – Registration of TM and refusal for registration – Infringement of registered trade mark – passing off – offences and remedies – Geographical Indications - Copyright : Meaning of Copyright – assignment and licence – certain acts not to be infringement of copyright – offences and remedies. Information technology and IPR	25%
4	Information Technology Act, 2000 (as amended by I T (Amandment) Act, 2008. Objects and scope of Cyber Law - Definitions – Electronic Governance – Controller – Digital Signature Certificates – Offences and punishment. Cyber Crimes – E Business : Goals of E Commerce, advantages and limitations of E Commerce. Domain names – Hacking – Cyber squatting – Cyber stalking – click wrap contracts & shrink wrap contracts – network security - Cyber Jurisdiction – Internet Service Providers – Software Copyright – Obscenity	25%

Text and Reference Books:

- 1) Business Law : By Avtar Singh. Eastern Law House, Kolkata.
- 2) Cyber Law : By Jyoti Rattan. Bharat Law House, New Delhi.
- 3) Cyber Law Simplified : By Vivek Sood. Tata McGraw Hill, New Delhi.
- 4) Intellectual Property Law : By P. Narayanan. Eastern Law House, Kolkata.

CODE:	PM02CMEB25	TOTAL CREDITS: 4
PAPER:	WEB PROGRAMMING	
UNIT	DESCRIPTION IN DETAIL	WEIGHTAGE (%)
1	Overview of Web Development History of HTML – Overview of Scripting Languages (Client-side & Server-side – Introduction to different Web Servers – An Overview of HTML5 & CSS3– Basic and important TAGs of HTML5	25%
2	Styling Content and Interfaces History of CSS – The benefits of CSS3 – CSS Basics Refresher – CSS Shorthand – Important CSS Syntax & Elements - Styling Tables with Pseudoclasses – Making Links Printable with :after and Content – Creating Multicolumn Layouts – Embedding Audio and Video	25%
3	Creating User Friendly Web Forms The Web Form Controls - Describing Data with New Input Fields – Jumping to the First Field with Autofocus – Providing Hints with Placeholder Text – Validating User Input without Javascript – In-place Editing with Content Editable	25%
4	Installing XAMPP – PHP Language Structure – Fine tuning Web Forms – PHP and MySQL integration – Basic Projects	25%

Text and Reference Books:

HTML5 and CSS3, 2nd Edition, Brian P Hogan, The Pragmatic Bookshelf Publishing

SAMs Teach Yourself HTML5 in 10 Minutes, Steven Holzner, SAMs Publishing

SAMs Teach Yourself HTML and CSS, 8th Edition, Julie Meloni & Michael Morrison, SAMs Publishing

Beginning HTML5 and CSS3, Richard Clark, Oli Studholme, APRESS Publishing

SAMs Teach Yourself PHP, MySQL, and Apache: All-in-One, Julie Meloni, SAMs Publishing

CODE:	PM02EMEB21	TOTAL CREDITS: 4
PAPER:	ADVERTISING MANAGEMENT	
UNIT	DESCRIPTION IN DETAIL	WEIGHTAGE (%)
1	Definitions and Features of Advertising-Objectives of Advertising-Importance of advertising-Benefits of Advertising-advertising decisions- Mission, Money, Message, Media & measurement.	25%
2	Role of Advertising-Ethical, Social and Moral Issues In Advertising Management- Process of Communication- Two step Flow of Communication, Theory of cognitive Dissonance and Clues for Advertising Strategists: objective Setting and Market Positioning.	25%
3	Message-Headlines-Copy-Logo-Illustration-Appeal-Layout decisions. Campaign Planning and copy testing.	25%
4	Advertising Strategies-Importance of communication-Steps in Developing Effective -Marketing Communication-Organizational Structure and Functions of Ad Agency	25%

Text and Reference Books:

1. Advertising Management [Concepts and cases]: Manendra Mohan Publisher: Mcgraw-hill Professional
2. Advertising Management:M. V. Kulkarni Publisher: Everest Publishing House
3. Advertising & Promotions: An IMC Perspective: Kruti Shah, Alen D. Publisher: Tata Mcgraw Hil

CODE:	PM02EMEB22	TOTAL CREDITS: 4
PAPER:	MANAGEMENT OF FINANCIAL SERVICES	
UNIT	DESCRIPTION IN DETAIL	WEIGHTAGE (%)
1	Financial Services: Meaning, Characteristics, Objectives, Scope of financial services, Factors retarded the growth of financial services sector prior to the economic liberalization, Causes for financial innovations, Innovative Financial Instruments, Problems/Challenges facing the financial services sector, Present scenario; Financial Services in Internet Era – Internet Banking, Internet Stock Trading Financial Markets: Money market – Definition, characteristics, Importance, Functions; Capital market - Meaning, Characteristics, Functions, Constituents of Indian capital market; Stock exchanges – Meaning, Functions, SEBI as a regulating body; Call money market – Meaning, Features, Benefits, Participants, Nature of dealings, Mode of operations; Debt markets – Meaning, Advantages, Functions, Role of Bond market	25%
2	Financial Instruments Money market instruments – Treasury bills market, Commercial bills market, call money market, Acceptance market, Commercial Papers, Certificate of deposit, Inter bank participation certificates, Repo Instruments Capital market instruments – Equity shares, Right issue of equity shares, Preference shares, Debentures, Term loans, Convertible debentures, Convertible zero-interest debentures and Secure Premium Notes (SPN) with warrants	25%
3	Financial Services I: Mutual funds, Venture capital, Leasing, Merchant banking	25%
4	Financial Services II: Housing, Insurance, Factoring, Forfaiting, Depositories, Securitization, Underwriting	25%

Text and Reference Books:

- Avadhani V.A.: Investment Management, Himalaya Publishing House, Delhi
- Bhalla V K, Investment Management, Sultan Chand and Co., Delhi
- Khan, M.Y.: Indian Financial System- Theory and Practice ,Vikas Publishing House, New Delhi
- Gordon and Natarajan: Financial Markets and Services, Himalaya Publishing House, Delhi
- Dr S Gurusamy, Financial Services and Markets, THOMSON

CODE:	PM02EMEB23	TOTAL CREDITS: 4
PAPER:	ORGANIZATIONAL BEHAVIOUR	
UNIT	DESCRIPTION IN DETAIL	WEIGHTAGE (%)
1	Organizational Behaviour & Social System Concept, Nature & importance of OB; Challenges and Opportunities for OB; Role of OB; Limitations of OB and Models of OB; Understanding a social system; Social equilibrium; Functional and Dysfunctional actions; Contracts; Relationship Symbols; Organizational Culture and Organizational Design.	25%
2	Emotional Intelligence & Learning Concept & significance of EI; Developing & Managing Emotions; Application of EI in organizations; Concept of Learning; Factors affecting Learning; Principles of Learning; Learning theories; Reinforcement; Creating learning organisations	25%
3	Perception & Personality Concept & Importance of Perception; Perceptual Selectivity; Perceptual Process; Perceptual Organization; Interpersonal Perception; Social Perception; Impression Management; Concept of Personality; Factors affecting Personality; Personality Theories; Personality Measurement	25%
4	Interpersonal Behaviour & Group Dynamics Concept & nature of IB; Transactional analysis; Advantages and disadvantages of TA; Concept & significance of Group dynamics; Stages of Group formulation; Types of Group; Group norms & cohesiveness; Group decision making techniques; intergroup behaviour	25%

Text and Reference Books:

- 1 Organizational Behaviour By Stephen Robbins
- 2 Organisational Behaviour by Fred Luthans
- 3 Human Behaviour at work by Keith Davis
- 4 Organizational Behaviour By K. Ashwathappa

CODE:	PM02EMEB24	TOTAL CREDITS: 4
PAPER:	INTERNET TECHNOLOGY	
UNIT	DESCRIPTION IN DETAIL	WEIGHTAGE (%)
1	Fundamentals of Network Network Concept –Definition of Network & Networking – Required Network – Elements –Models of Network Computing –Network Configuration –Models of Network – Types of Network –Protocols & Standards –Standards Organizations –Layered Architecture –OSI Model –IEEE Standards	25%
2	Fundamentals of TCP/IP Internet History & Timeline – The Internet Protocol: TCP/IP – TCP/IP Protocol Documents –RFCs - TCP/IP Model –TCP/IP Protocol Suite and their Functions –Three Way Handshake – TCP and IP Header –Port Numbers – Overview of TCP Services – All TCP/IP Command Line Utilities	25%
3	Network Topologies and Connectivity Devices Introduction –Bus Topology –Star Topology –Flow Control – Medium Access Methods –Repeaters – Hubs – Switches – Routers – Configuring Routers - Ethernet: Layers: MAC Layer and Physical Layer - Wide Area Network – Different WAN Mediums and Topologies	25%
4	IP Addressing and TCP/IP Enabled Services IPV4 Addressing Scheme – Class A, Class B, and Class C Addressing Scheme – Subnetting – Custom Subnetting – Supernetting & VLSM– IPV6 Addressing Scheme - FTP Service – Telnet Service – ARP Service – DHCP Service – DNS Service – WINS Service	25%

Text & Reference Books:

1. SAMs Teach Yourself TCP/IP in 24 Hours by Joe Casad, SAMs Publishing
2. Data Communications and Networking by Behrouz A. Forouzan, 4th Edition, McGraw Hill Publishing
3. TCP/IP Protocol Suite by Behrouz A. Forouzan, 4th Edition, McGraw Hill Publishing
4. IPV6 Essentials by Silvia Hagen, O’Reilly Publishing

CODE:	PM02EMEB25	TOTAL CREDITS: 4
PAPER:	PROGRAMMING WITH ASP.NET	
UNIT	DESCRIPTION IN DETAIL	WEIGHTAGE (%)
1	Getting Started with ASP.NET 4 – Understanding the ASP.NET Programming Model – Using Visual Web Developer – Designing, Creating, and Testing ASP.NET Web Pages – Understanding Visual Basic’s Variables and Operators – Managing Program Flow with Visual Basic’s Control Structures – Working with Objects in Visual Basic – ASP.NET Web Controls for displaying Text	25%
2	Web Form Basics – Using Text Boxes to collect Input – Collecting Input using Drop-Down Lists, Radio Buttons, and Checkboxes – Validating User Input with Validation Controls	25%
3	Introducing Databases – Accessing Data with the Data Source Web Controls – Deleting, Inserting, and Editing Data – Working with Data-Bound Dropdown Lists, Radio Buttons, and Checkboxes – Exploring Data Binding and Other Data-Related Topics – Using Templated Data Web Controls	25%
4	Defining a Site Map and Providing Site Navigation – Using Master Pages to provide Sitewide Page Templates – Managing Site Users – Building more responsive web pages with ASP.NET AJAX – Deploying the Website	25%

Evaluation Scheme:

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

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

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

Two Hours Examination

References:

1. SAMs Teach Yourself ASP.NET 4 Complete Starter Kit, Scott Michell, SAMs Publishing
2. SAMs Teach Yourself SQL in 24 Hours, Ryan Stephens, SAMs Publishing

CODE:	PM02EMEB26	TOTAL CREDITS: 2
PAPER:	CORPORATE SOCIAL RESPONSIBILITY	
UNIT	DESCRIPTION IN DETAIL	WEIGHTAGE (%)
1	Corporate Social Responsibility Definition, Evolution, Need for CSR, Theoretical Perspectives, – Carroll’s Model of CSR (Pyramid of CSR), Scope & Challenges, Business Practices, Drivers of CSR – Initiatives in India	25%
2	Corporate Governance and Reporting Meaning, Evolution of Corporate Governance, Governance Practices & Regulation, Drivers of Corporate Governance, Relation between CSR & Corporate Governance, CSR Global Views, CSR Reporting, Challenges & Implementation	25%
3	Companies Act and CSR Provisions as per Companies Act, Clause 135 Companies Act 2013 – Objectives, Activities, Scope, Implementation, Designing a CSR policy – Factors influencing CSR policy	25%
4	Strategies for CSR Triple bottom Line Approach of CSR: Economic, Social, Environmental Stakeholders & social Preferences : Customers, Employees, Communities, Investors – Major codes of CSR, Corporate Philanthropy, CSR –An Overlapping Concept - Case Studies: Lifebuoy Soaps’ Swasthya Chetna, ITC’s e-Choupal venture, Titan Industries Limited, Tata Power	25%

Text and Reference Books:

1. Corporate Responsibility - Micheal Blowfield & Alan Murray, Oxford University Press
2. Corporate Social Responsibility - Philip Kotler & Nancy Lee, John Wiley & Sons, Inc.
3. Strategic Corporate Social Responsibility – William B Werther, Jr. David Chandler, Sage Publications
4. Corporate Social Responsibility : Critiques, Policies & Strategies – Prasenjit Maiti, Sharda Publishing House(Jodhpur)
5. Corporate Social Responsibility- Concept & Cases- Indian Experience, C V Baxi & Ajit Baxi.