

**SARDAR PATEL UNIVERSITY  
VALLABH VIDYANAGAR**



**SYLLABUS EFFECTIVE FROM: 2018-19  
MASTER OF COMMERCE  
E-Commerce  
SEMESTER III**

<b>CODE:</b>	<b>PB03CMEB21</b>	<b>TOTAL CREDITS: 4</b>
<b>PAPER:</b>	<b>START-UP ENTREPRENEURSHIP</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	Business Idea Development Meaning and Concept of Business Idea & process of Idea development – Creativity and Innovations in Idea development – Creativity and Entrepreneurship – Analyzing Social impact of Idea in terms of Employment, Environment and Society - Understanding Macro Economic Factors affecting business opportunities – Opportunity recognition - Identifying sectors for new business development – Understanding Budget by the Government of India and its implications – Identifying customer pain points and its solution	<b>25%</b>
<b>2</b>	Business Plan Development Concept of Business Plan – Process of developing good business plan – Components of Business plan (Marketing – Production – Human Resource – Finance – Competition analysis – Business valuation)	<b>25%</b>
<b>3</b>	Introduction to Start-up Meaning and concept of Start-up – Significance of Start-up from macroeconomic perspective – Start-up policy and action plan by Government of India – Gujarat Industrial Policy 2015 – Start-up policy by Gujarat Government	<b>25%</b>
<b>4</b>	Formation and Implementation of Start-up Different forms of Start-ups - Start-up formation procedure – Understanding sources of funds for start-ups – Venture capital funding for start-ups – Understanding typical capital structure for Start-ups – Concept of Incubation – Activities at Incubation center for start-ups – Start-up failures and dealing with failures	<b>25%</b>

**Text and Reference Books:**

1. Entrepreneurship and Small Business: Startup, Growth & Maturity by Paul Burns, Palgrave Macmillan, 2016
2. New Venture Creation: A Framework for Entrepreneurial Startups by Paul Burns, Palgrave Macmillan, 2014
3. Startups made easy: Fundamentals for Entrepreneurs by Kevin David Binion, K Works Publication, Michigan, 2014

4. Successful Startups: An Essential Guide to Business Venture Analysis and Development by William Benjamin and Jason McDowall, TBG Publishing, California, 2010

<b>CODE:</b>	<b>PB03CMEB22</b>	<b>TOTAL CREDITS: 4</b>
<b>PAPER:</b>	<b>E-COMMERCE OPERATIONS MANAGEMENT</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	Introduction What is E-Commerce? – What is Operations Management? – What is E-Commerce Operations Management? – Why study E-Commerce Operations Management? – Research on Critical Success Factors in EOM	<b>25%</b>
<b>2</b>	E-Commerce and Supply Chain Management Introdcution – SCM Importance – Controlling variability across Supply Chain – Design and Architecture of SCM – Impact and Relevance of E-Commerce on SC – Integration of E-Commerce and SC – EDI in E-Commerce and SC – E-Commerce and Global SCM	<b>25%</b>
<b>3</b>	E-Commerce and Product, Process, and Purchasing Management Product Design and Process Management – BPR vs TQM – Importance of Product Design and Process Management –E- Commerce Product and Process Design Strategies – E- Commerce Support in Product Development – Purchasing Management – JIT Purchasing and Supplier Selection – Purchasing Management Framework – Importance of Purchasing Management in E-Commerce – A Model for E- Purchasing – E-Commerce Purchasing Strategies – Improving E-Commerce Purchasing Process	<b>25%</b>
<b>4</b>	Inventory, Quality and HR Management in E-Commerce Inventory Management and its Importance – Control System Approach – Integrating E-Commerce Inventory Management with Enterprise-wide Systems Quality Management and its Importance –Benchmarking for E-Commerce Business Operations – Integration Strategy for E- Commerce Technology and Quality Management – E- Commerce Value Chain and Quality Management HR and its Importance – Improving Organization Structure – A HR Strategy for E-Commerce – Virtual Teamwork	<b>25%</b>

**Text and Reference Books:**

1. E-Commerce Operations Management by Marc J Schniederjans and Qing Cao, 2<sup>nd</sup> Edition, World Scientific Publishing
2. Management Information Systems by Kenneth Laudon, Pearson Publishing
3. Guide to E-Commerce and Commerce (E-Business) by M Wood, Prentice Hall Publishing

<b>CODE:</b>	<b>PB03CMEB23</b>	<b>TOTAL CREDITS: 4</b>
<b>PAPER:</b>	<b>MARKETING RESEARCH</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	Conceptual Framework Meaning and importance of Marketing Research, types of marketing research, process of marketing research, Applications of marketing research	<b>25%</b>
<b>2</b>	Marketing Research Process: Concept of Marketing Research Process; Research process with flow process chart; research problem formulation; Research Design (major types only); Concept of Sampling and Sampling methods; Methods of Data Collection; Questionnaire as important tool for data collection and drafting of questionnaire	<b>25%</b>
<b>3</b>	Data Analysis, Interpretation and Report Writing Understanding of various tools applied for data analysis (Parametric and Non parametric), Applications of Statistical tools (Chi-Square, ANOVA and Factor Analysis) by using Excel, SPSS and Mini Tab ( Any one), Data Interpretation; Report writing (Concept, types of report and principles of report writing)	<b>25%</b>
<b>4</b>	ICT Application and Trends in Marketing Research Emerging trends of marketing research among various countries (India, China, Middle East), Cases of marketing research Ethics and marketing research, Career Opportunities in marketing research.	<b>25%</b>

**Text and Reference Books:**

1. Marketing research (Text and Cases) by Rajendra Nargundakar, MacGraw Hill , 3rd Edition
2. Marketing research (A Global Outlook) by V. Kumar, Sage Publications.
3. Marketing research by G.C.Beri, Tata McGraw hills publications.
4. Research methodology by C.R.Kothari, New age publication
5. Marketing Research by Naresh Malhotra, Pearson Education
6. Marketing Research by Luck & Rubin.
7. Marketing Research: An International Approach by Marcus J. Schmidt & Svend Hollensen, Prentice Hall Publication Business Research Methods by Cooper and Schindler, Tata McGraw Hill Publications

<b>CODE:</b>	<b>PB03CMEB24</b>	<b>TOTAL CREDITS: 4</b>
<b>PAPER:</b>	<b>E-BUSINESS: MANAGERIAL APPLICATIONS</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	Overview of Commerce (E-Business) Introduction – Meaning and Importance of Commerce (E-Business) – E-commerce Framework – Difference between Commerce (E-Business) and Traditional Business – Commerce (E-Business) as a Strategy – Benefits and Barriers in Commerce (E-Business) - Business Models for E-commerce – Mobile Commerce – Its Applications – Drivers of Mobile Commerce	<b>25%</b>
<b>2</b>	Marketing E-Commerce Environment Internet Marketing and its Types – Techniques – Factors for Successful E-tailing - B2B on-line Marketing – Effective Web Presence – On-line Advertisement – Brand Building on the Web – Social Net Working for Effective Marketing	<b>25%</b>
<b>3</b>	CRM, SCM and E-Payments Meaning – Scope and Benefits – CRM Applications - SCM – Scope and Benefits – E-payments and its Types – Security Issues in E-payments	<b>25%</b>
<b>4</b>	E-Commerce Applications Strategy Formulation and Implementation – E-governance – E-HRM – E-Finance – Tourism and Travel – Banking and Insurance – Auctions - Data Mining and Data Warehousing – Knowledge Management	<b>25%</b>

**Text and Reference Books:**

1. Electronic Commerce: A Managerial Perspective: By Turban
2. Electronic Commerce: A Managers Guide: By Ravi Kalakota
3. E-Commerce: By Laudon and Traver
4. E-Commerce Management – Text and Cases: By Sandeep Krishnamurthy

<b>CODE:</b>	<b>PB03CMEB25</b>	<b>TOTAL CREDITS: 4</b>
<b>PAPER:</b>	<b>MOBILE APPLICATIONS DEVELOPMENT</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	Introduction to Responsive Web Design What is Responsive Web Design? – Why is Mobile so Important? – Responsive Responsive Design vs. Device-Specific Experiences - Responsive Web Design Is Not Limited Just to Mobile - When Would You Not Use Responsive Web Design? -Examples of Responsive Web Design - Testing a Responsive Site Testing Responsive Design in the Browser - Testing on a Device Simulator - Physical Devices – Online Solutions	<b>25%</b>
<b>2</b>	Getting Started with Android Programming What is Android? – Obtaining Required Tools – Creating First Android Application – Anatomy of Android Application – Understanding Activities – Linking Activities Using Intents – Fragments – Calling Built-in Applications Using Intents – Displaying Notifications	<b>25%</b>
<b>3</b>	Getting to know the User Interface Understanding the Components of the Screen – Adapting to Display Orientation - Managing Changes To Screen Orientation – Utilizing the Action Bar – Creating the User Interface Programming – Listening for UI Notifications - Designing User Interface with Views - Others	<b>25%</b>
<b>4</b>	Displaying Pictures and Menus with Views – Data Persistence – Content Providers – Messaging – Common Android APIs	<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**.

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

#### **Text & Reference Books:**

1. Beginning Responsive Web Design with HTML5 and CSS3, Jonathan Fielding, APRESS Publishing.
2. Beginning Android 4 Application Development, Wei-Meng Lee, John Wiley & Sons Publishing.
3. Jonathan Simon: Head First Android Development, O'REILLY publication.

<b>CODE:</b>	<b>PB03EMEB21</b>	<b>TOTAL CREDITS: 4</b>
<b>PAPER:</b>	<b>STRATEGIC MARKETING MANAGEMENT</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	Strategic Marketing Management –Objectives & Concept of Strategic Marketing Management, importance and limitations Strategy Formulation – Vision, Mission, Objectives and Goals of business and their relationship with Strategic Marketing Management - Strategic Planning Process	<b>25%</b>
<b>2</b>	Marketing Strategy building: Opportunity analysis and Market Targeting Formulation of marketing strategies for all components of Product, Price, Promotion and Distribution	<b>25%</b>
<b>3</b>	Integrated marketing communication strategy and Channel development strategy. Marketing Strategy Reformulation: The Control Process, Global Marketing Strategy Marketing Strategy Implementation – Integration of Marketing Strategies and their application to different business sectors – FMCG, Industrial, & Services	<b>25%</b>
<b>4</b>	Strategic Marketing analysis – SWOT Analysis, GAP Analysis – Competitive Analysis – Porter’s 5 forces Model of competition, BCG Matrix, GE 9 Cell Model as basic foundation of Strategic Marketing, McKinsey’s 7s framework for analyzing and improving organizational effectiveness	<b>25%</b>

**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.
6. Strategic marketing management – text and cases by U.C. Mathur, Macmillan Publishers India

<b>CODE:</b>	<b>PB03EMEB22</b>	<b>TOTAL CREDITS: 4</b>
<b>PAPER:</b>	<b>STRATEGIC FINANCIAL MANAGEMENT</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	<p>Financial Policy and Corporate Strategy            Financial Management - Corporate Strategy - Strategic Financial Management – Features of Strategic Financial Management – Premises of Strategic Financial Management- Strategic decision making framework - Interface of Financial Policy and strategic management - Balancing financial goals vis-à-vis sustainable growth</p> <p>Financial Planning and Strategy            Strategic Decision-Making and Planning – Strategic Financial Planning – Financial Planning – Planning for Sustainable Growth</p>	<b>25%</b>
<b>2</b>	<p>Investment Decisions            Nature of Risk – Statistical techniques for risk analysis – Probability – Expected Net Present Value – Standard Deviation – Coefficient of Variation – Conventional Techniques of Risk Analysis – Payback – Risk-adjusted discount rate – Certainty equivalent – RADR vs CE – Sensitivity analysis – DCF Break-even Analysis – Scenario Analysis – Decision Tree Analysis</p> <p>Financial evaluation of E-Commerce – An executive perspective on why E-Commerce Counts – Measuring a Successful E-Commerce Project – How the stock market assigns value to intangible assets – An approach to E-Commerce Financial Evaluation</p>	<b>25%</b>
<b>3</b>	<p>Cost of Capital and Capital Structure            Calculation of the cost of capital in Practice : Case of Larsen &amp; Toubro Ltd – Weighted Average cost of capital - Cash Management – Capital Structure Planning and Policy – Elements of Capital Structure – Framework for Capital Structure – Approaches to establish target capital structure – Practical considerations in determining capital structure – Manager’s Attitude towards debt – Capital structure Analysis of L &amp; T Ltd</p>	<b>25%</b>
<b>4</b>	<p>Corporate Restructuring, Mergers and Acquisitions            Corporate Restructuring and Business Combination – Types – Mergers &amp; Acquisition in India – Motives and Benefits – Value creation Through Mergers &amp; Acquisition – Financing a Merger – Merger Negotiations- Significance of P/E Ratio and EPS Analysis – Tender Offer and Hostile Takeover – Corporate strategy and Acquisitions – Leveraged Buyouts</p>	<b>25%</b>

**Text and Reference Books:**

Financial Management, I M Pandey, Vikas Publications



<b>CODE:</b>	<b>PB03EMEB23</b>	<b>TOTAL CREDITS: 4</b>
<b>PAPER:</b>	<b>STRATEGIC HUMAN RESOURCE MANAGEMENT</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	Fundamentals of Strategic HRM Concept of Strategic HRM; Need & Importance of Strategic HRM; Traditional HRM to Strategic HRM; Linking HR strategy with Business Strategy; Steps in Strategic HRM; Strategic challenges to HR	<b>25%</b>
<b>2</b>	SHRM Environment & SHRM Implementation Environmental Scanning; Global competition & Global sourcing of labour; Workforce diversity; Organisational Culture; Employee Morale; Human Side of Mergers & Acquisition; Organisational Powers & Politics	<b>25%</b>
<b>3</b>	Employee Recruitment, Retention & Retrenchment Strategies Online Recruitment; Recruitment Outsourcing; Headhunting; Autonomous Work Teams; Telecommuting; Flexi timing; Quality of Work life; Employee Empowerment; Downsizing; Voluntary Retirement Scheme; Employee Leasing	<b>25%</b>
<b>4</b>	Employee Development, Appraisal & Reward Strategies Cross Cultural Training; Multi Skilling; Competency Mapping; Strategic approaches in performance management; 360-degree appraisal; Skill based payment; Broadbending; Profit Sharing; Gainsharing; Variable pay system	<b>25%</b>

**Text and Reference Books:**

1. Strategic Human Resource Management by Rajib Lochan Dhar, Excel Books, New Delhi.
2. Strategic HRM: Winning through people by S.K.Bhatia, Deep & Deep Publications.
3. Strategic Human Resource Management by Jeffrey Mello, Cengage Learning.

<b>CODE:</b>	<b>PB03EMEB24</b>	<b>TOTAL CREDITS: 4</b>
<b>PAPER:</b>	<b>CYBER SECURITY</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	Cyber Crimes & Security Concepts What is Security? – Importance of Security – Essential Terminologies – Elements of Security – What does a Malicious Hacker do? – Hacker Classes – Cryptography - DoS Attack – DDoS Attack – Other Cyber Crimes	<b>25%</b>
<b>2</b>	Trojans, Viruses, Worms – Sniffers: Tools, MAC Flooding, ARP Poisoning, MAC Spoofing – Session Hijacking – Wireless Networking - Steganography	<b>25%</b>
<b>3</b>	Cyber Attacks Methodology Footprinting and Reconnaissance – Scanning Networks – Enumeration of Services – Gaining Access to a System – Social Engineering – Web Servers and Web Applications – SQL Injection	<b>25%</b>
<b>4</b>	Collecting Evidence Introduction to Cyber Forensics – Digital Forensics: Hardware Forensics, Hidden Files and Antiforensics – Network Forensics – Virtual Systems – Mobile Forensics – Application Forensics – Malware Forensics	<b>25%</b>

**Text & Reference Books:**

1. Certified Ethical Hacker V8 Study Guide by Sean-Philip Oriyano, SYBEX Publishing
2. Certified Cyber Forensics Professional Certification Exam Guide by Chuck Easttom, McGraw Hill Publishing

<b>CODE:</b>	<b>PB03EMEB25</b>	<b>TOTAL CREDITS: 4</b>
<b>PAPER:</b>	<b>WEBSITE DEVELOPMENT</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	The Basics of Design The Basics of a Site – Choosing Colors – Fonts and Typography – Design Mock Up: The Structure – Designing Mock Up: The Content – Finishing Touches on Mock Up	<b>25%</b>
<b>2</b>	Building the Site Setting up a New Site with Adobe Dreamweaver CS6 – Adding Text and Images – Styling Pages with CSS – Creating Page Layouts with CSS – Advanced Page Layout – CSS3 Transitions and Web Fonts – Working with Tables – Adding other Site Elements	<b>25%</b>
<b>3</b>	Starting an E-Commerce Site – Laying out the Foundation – Creating the Product Catalog – Product Attributes – SEO – Payment System Implementation – Overview of Open Source E-Commerce Frameworks – Overview of Joomla, WordPress	<b>25%</b>
<b>4</b>	Creating Shopping Cart – Implementing AJAX Features – Accepting Customer Orders – Product Recommendations – Managing Customer Details – Storing Customer Orders – Implementing Order Pipeline – Processing Credit Card Transactions	<b>25%</b>

**Text & Reference Books:**

1. Web Design for Programmers, Brian Hogan, The Pragmatic Programmers Publishing
2. The Principles of beautiful Web Design, Jason Beard, Sitepoint Publishing
3. Adobe Dreamweaver 6: Digital Classroom, Jeremy Osborn & the AGI Creative Team
4. PHP and MYSQL: Novice to Ninja, Kevin Yank, Sitepoint Publishing
5. Beginning PHP and MySQL E-Commerce: From Novice to Professional, Cristian Darie and Emilian Balanescu, APRESS Publishing

<b>CODE:</b>	<b>PB03EMEB26</b>	<b>TOTAL CREDITS: 2</b>
<b>PAPER:</b>	<b>SOCIAL AND BUSINESS PERSPECTIVE DEVELOPMENT</b>	
<b>UNIT</b>	<b>DESCRIPTION IN DETAIL</b>	<b>WEIGHTAGE (%)</b>
<b>1</b>	Business Ethics An Overview, Personal Ethics & Business Ethics, Ethics of Consumer Protection, Environment Ethics, Ethical Decision Making in Business, Corporate Ethics: Investor Rights, Privileges, Problems & Protection	<b>25%</b>
<b>2</b>	Business Intelligent Quotient Verbal Intelligence, Logical Reasoning, Aptitude Tests, Lateral Thinking, Numerical Calculation & Logic, Mental Agility, Technical Aptitude	<b>25%</b>
<b>3</b>	Business Analysis Understanding Business Model (Porter Five Force, BCG Matrix, SWOT Analysis), - Industry Analysis – Understanding Strategic Fit, Framework for Business Analysis, Core Perspective of a Business Process	<b>25%</b>
<b>4</b>	Current Trends in Business & Society Economic Trends, Business Trends, Cultural Factors & Business – Global Business Challenges vis-à-vis Indian Business Challenges, Make in India Opportunities	<b>25%</b>

**Text and Reference Books:**

1. Business Ethics & Corporate Governance – A C Fernando, Pearson Education
2. IQ & Psychometric Tests – Philip Carter, Replica Press Pvt. Ltd
3. Business Analysis (Solving business problems by visualizing effective processes & IT Solutions) by Pradeep Hari Pendse , PHI Learning Pvt. Ltd

**Magazines:**

- Business World
- Business Today
- India Today
- The Economist
- Consumer Reports
- Time Magazine