

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

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

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

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

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

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

University Campus,  
Aurangabad-431 004.  
REF.NO.ACAD/SU/COMM./  
2015/3010-3309  
Date:- 16-06-2015.

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**Director,**  
**Board of College and**  
**University Development.**

**Copy forwarded with compliments to:-**

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

**Copy to :-**

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

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



**REVISED SYLLABUS OF**

**THIRD YEAR**

**Syllabus of**

**B.Com.e-Commerce**

**SEMESTER-V & VI**

*[ Effective from 2015-16 & onwards ]*

**Revised Syllabus From 2015-2016**  
**B.COM (E-COMMERCE) V – SEMESTER**

Paper No.	Title	Theory Per Week	Practical Per Week	Total T/P	Duration Of Theory Exam	Marks For Theory	Marks for Practical/ Sessional	Total Marks	Total Credit
XXV	Cyber Marketing & CRM	4	-	4	2 Hrs	50	-	50	4
XXVI	E-Banking & E-Services	3	2	5	2 Hrs	50	50	100	4
XXVII	Retail Management	4	-	4	2 Hrs	50	-	50	4
XXVIII	Data Structure	3	2	5	2 Hrs	50	50	100	4
XXIX	System Analysis	3	2	5	2 Hrs	50	50	100	4
XXX	Management Accounting	4	-	4	2 Hrs	50	-	50	4

**B.COM (E-COMMERCE) VI – SEMESTER**

Paper No.	Title	Theory Per Week	Practical Per Week	Total T/P	Duration Of Theory Exam	Marks For Theory	Marks for Practical/ Sessional	Total Marks	Total Credit
XXXI	Cyber Law	4	-	4	2 Hrs	50	-	50	4
XXXII	Visual Basic Programming	3	2	5	2 Hrs	50	50	100	4
XXXIII	Financial Management	4	-	4	2 Hrs	50	-	50	4
XXXIV	MIS & Data Security	3	2	5	2 Hrs	50	50	100	4
XXXV	ERP	3	2	5	2 Hrs	50	50	100	4
XXXVI	Project	-	8	8			100	100	4

**B.COM E-COMMERCE  
V-SEMESTER**

**PAPER NO: XXV CYBER MARKETING & CUSTOMER RELATIONSHIP  
MANAGEMENT**

Theory	50
Credit	4

**Unit-I** Functional areas of business-competition-Environmental scanning-Business strategies-history of money, Gold standard to paper currency to digital money-Digital velocity-change in thinking in marketing Management-insights into E-Business-change in supply chain-status of E-Business in China, Japan and India-Internet Marketing Techniques-E-business Aptitude Quiz-web Competition-E-Services-Internet Business, B2B, B2C-Japan, Italy,- Business Models, Limitation- ABC of E-Business Electronic marketing.

**Unit-II** Types of e-marketing – Telephone, voice mail System, Routing Business, Fax, Video, Television Sky Shops, CDs, Modern, Bulletin Board System, E-mail, Electronic Data Interchange.

**Unit-III** E-Marketing - Traditional Marketing - Identifying web Presence Goals - Achieving web presence Goals - The Uniqueness of the web - Meeting the needs of Website visitors - E-Marketing value Chain - Site Adhesion: content, format, Access - Maintaining a Website - Metrics Defining Internet Units of Measurement - The Browsing Behavior Model - Browsing Behavior Model of on online Video Store - Aggregate Metrics for E-business sites - Online Marketing - How should buyer pay online - Advantages of Online Marketing - Various Business that can Flourish on the internet

**Unit-IV** e-Advertising - various Means of Advertising - conducting online Market Research - Building Customer Relationship Based on One-To-One Marketing - Market Segmentation - Data Mining and Marketing Research - Intelligent Agents in Marketing and Customer – Related Application - Measuring the Effectiveness of E-Advertising - Internet Marketing Trends - Technology – enable Relationship Management - Target Markets - Product Considerations - E-Branding - Elements of Branding - Spiral Branding - Marketing Strategies - Permission – marketing strategies - Brand – leveraging strategies - Affiliate – marketing strategies - Viral – marketing strategies - Website Naming Issue - Advertising – supported Model - Marketing strategy on the Web

**Unit-V** Customer Relationship Management - Backdrop-Definition-creating Awareness-customer service Introduction-customer care – philosophy, policy and steps of implements – creation of information Centre- Customer care Data – Learning Study of Demography – Learning for Organizations – Learning about customers – case studies – KAO Corporation, Japan-Buck man Laboratories Inc-New Zealand’s Institute of

Environment. Science & Research – Learning Coach network – customer-vision-customer Relationship Management, Initiatives /steps/ Implementation.

**BOOKS:**

- Ned Kock, "Systems Analysis & Design Fundamentals", Sage Publications, Delhi.
- Malhotra T. D., "Computerised Accounting", Sultan Chand & Sons, Delhi (Rs. 50/-)
- R. Gopal & Pradip Manjrekar, "Retail Management", Excell Books, New Delhi (Rs. 195)
- Sameer A. Kulkarni, "A Text Book of Virtual Marketing", Excell Books, Delhi. (Rs. 195)
- Sivakumar A., "Retail Marketing", Excell Books, Delhi. (Rs. 225)
- Arpita Gopal & Chandrani Singh, "e-world", Excell Books, Delhi. (Rs. 275)

**PAPER NO: XXVI E-BANKING & E-SERVICES**

Theory	50
Pract.	50
Credit	4

- Unit-I Anatomy of banking in India:**  
Concepts – Definitions - Types of banks - Functions of banks -  
Emergence of technology and its implications on banking new trends in  
Banking services
- Unit-II Electronic Banking:**  
Concepts – Types – Applications – Role - Banking sector and information  
technology - Payments and settlement system - RTGS and clearing houses
- Unit-III Service quality in E-Banks:**  
Service design - Delivery Strategy - Facility Management - Security  
challenges in e-banking services
- Unit-IV Internet banking Industry in India:**  
Domestic development in Indian Banking system - IT Acts – 2000  
Data communication network and eft system - Components of data  
communication networks - Transmission devices interface equipments  
and major network used in India for banking
- Unit-V** Technology up gradation and development – Global trends – Impact of IT:  
on HR on Customers-Privacy and confidentiality-Risk involve in  
computerized environment - Threats and damages – Control mechanism –  
computer system audit – system security – legal framework of electronic  
objectives: The objectives is to enable students to gain advanced  
knowledge of business practices and operations in emerging sector viz  
Retailing, Logistics, Services and Agribusiness. The students are respected  
to gain better insight and understanding of career opportunities available  
as commercial professionals in these core Sectors.

**Books:**

1. Ahluwalia monkek singh: “Reforming Indias Financial Sector in Banking System”, oup, newdelhi.
2. Basch Antonian: Financing economic development in Indian Banking system new york 1964.
3. Choudhari, parmeet: Indian Banking Industry: poverty and development, new york saint martin press 1979.

**PAPER NO: XXVII RETAIL MANAGEMENT**

Theory	50
Credit	4

The objective of the course is to acquaint the students with the emerging developments in the field of retail management.

**Introduction to the Retail Management:** The functions of retailing, retail formats, Successful retailing, The contest of retail business planning.

**Structural change in the Retail environment:** Changes in the retail management in India, Socio-demographic change, Technology and economic, Socio-economic changes, impact on the Retail Industry. **Market structure and Control:** Retailing Structures: Environment and Competition, The Competitive Environment in Different retail Sectors, Government Policy. Competition and consumer demand, Retail development and completion, additional theories of conflict and development.

**Retail Marketing:** Planning and development, The consumer and the retail business; knowing your customers: Focusing on the consumer, Mapping out society. Psychographics, Postmodern consumers, Learning attitudes, motivation and perception Modeling consumer behaviour.

**The fundamentals of merchandising:** product, Merchandising strategies, Planning, Sourcing, Arranging and displays, Space management.

**Locating the store in the retail environment, developing a location strategy, Evaluating the trading area, Locating:** a practical guide for all retailers, researching the proposed trading area-defining the catchments area.

**Retail marketing: operations, store design and layout:** producing the right format, The store and its image, The external store: and its image, The external store; structure as part of image, internal store, display, Visual merchandising and atmospherics.

**Managing retail services:** creating quality retail services., Characteristics of retail services, managing the service selling and service counter.

**Service retailing:** creating tangibility, from service provider to service retailer, developing and promoting the service, managing the stores, delivering the service.

**Delivering the product, People in retailing;** making people matter, retail employment, Planning the workforce. Management and organizational culture. Personnel management and administration, Health and safety.

**Out-of-store retailing:** Buy by wire, out-of-store retailing, retail strategy and the internet, Mail order catalogue shopping, Television shopping, The future of out-of-store retailing International retailing internationalization and globalization. Shopping at world stores, Internationalization and globalization, Going international The Internationalization process, Culture, business and international management.

**Books:**

- |                                |  |
|--------------------------------|--|
| 1. Levy and Weitz              | Retailing Management (Tata Mc Graw Hill) |
| 2. Gilbert David               | Retail Marketing Management              |
| 3. Lucas geirge K.             | Retailing                                |
| 4. John Fernie & Leigh sparkes | Logistics And Retail Management          |

**PAPER NO: XXVIII DATA STRUCTURE**

Theory	50
Pract.	50
Credit	4

Introduction of Data Structures, Types and classification, Linear and Non Linear Structures.

Arrays, Linear Linked List, Operations of Traversing, insertion and deletion of nodes Stack Traversing – PUSH and POP operations.

Queue Structures – Traversal – Insertion and Deletion operations in a QUEUE

Non Linear Structures – Trees and Graph – Binary Tree Traversing, Binary Search Tress – AVL Trees – Path Cycle adjacency, Graph representation, Graph searching Sorting and Searching operations in different structures.

**Note:**Algorithm implementation to be done in any programming language.

**BOOKS:**

- Lipschutz , Data Structure & Pascal
- Sartaj Sahani, Data Structure
- Bhagat Singh & NAP, Data Structure



**PAPER XXIX SYSTEM ANALYSIS**

<b>Theory</b>	<b>50</b>
<b>Pract.</b>	<b>50</b>
<b>Credit</b>	<b>4</b>

1. **System Concepts:** Definition, Characteristics of system, Elements of system, Input, Process, Output, Feedback, Control, Environment, Boundaries and interface. Types of System open or closed, Physical or abstract.
2. **System Analyst:** System Analyst, Role of analyst, Qualities and Qualification, Rising position of system analyst.
3. **System Analysis:** Definition, initial investigation, stages of system's analysis, information gathering, Interviews, questionnaire , on site observation.
4. **System Development Life Cycle:** Introduction to System Development. Life Cycle, Recognition of need, Problem, Feasibility Study, analysis, Design Implementation, Post implementation and maintenance, Prototyping.
5. **Feasibility Study:** Introduction Definition, Types of Feasibility study, Feasibility report.
6. **System Tools:** Tools of structured analysis, Charts, DFD, Data Dictionary, Decision, Table, Decision Tree.

**Books:**

1. Elias 'M Awad "System Analysis & Design" Galgotia Publication.
2. V. Rajaraman " Analysis & Design of Information System" Prentice Hall of India.

**PAPER NO. XXX                      MANAGEMENT ACCOUNTING**

Theory	50
Credit	4

**Unit – I      Management Accounting:-** Meaning, nature, scope and functions of management Accounting, distinguish between Management Accounting and Financial Accounting; Tools and Techniques of Management Accounting, Advantages and Limitations of Management Accounting.

**Unit – II      Analysis and Interpretation of Financial Statements:-**  
 Meaning and types of Financial Statements; Objectives and methods of financial statement Analysis and Interpretation. Advantages and Limitations of financial statement Analysis, Tools of Analysis, Comparative common size statements, Trend Analysis.

**Unit – III      Fund Flow Analysis:-**  
 Concept and Techniques used for the construction of Fund Flow Statements, Source and Applications of Funds; Statement showing the change in working capital and Fund Flow Statement. Used of Fund Flow Statement.

**Unit – IV      Cash Flow Analysis:-**  
 Concept and Techniques used for the construction of Cash Flow Statements. Uses of Cash Flow Statement.

**Unit – V      Ratio Analysis:-**  
 Nature of Ratio Analysis, Significance of Ratio Analysis, Advantages and Limitation of Ratio Analysis, Classification of Ratios-Current Ratio, Liquid/Acid Test Ratio, Operating Ratio, Profitability Ratio, Debtors Turnover Ratio, Creditors turnover Ratio, Stock Turnover Ratio, Proprietary Ratio on capital employed.

*Books:-*

- |                                   |   |                        |
|-----------------------------------|---|------------------------|
| [1] Advance Management Accounting | – | Kaplan R.S. & Atkinson |
| [2] Management Accounting         | – | Manmohan and Goyal     |
| [3] Management Accounting         | – | Hangorani              |
| [4] Management Accounting         | – | H. Sarkar              |
| [5] Management Accounting         | – | Khan M.Y. & Jain P.K.  |

**B.COM E-COMMERCE  
VI-SEMESTER**

**PAPER NO: XXXI      CYBER LAW**

Theory	50
Credit	4

**Unit - I**

Introduction to Cyber Laws: World Scenario, Aims and Salient Provisions of IT Act 2000, Cyber-Laws in India and their limitations, Legal Identity of Netizen, Jurisdictional Issues and Disputes, Privacy issues and legal implications.

**Unit – II**

Laws relating to Cyber Crime, Hacking, Web Vandals, Cyber fraud and cheating, E-mail Abuse, Cyber Pornography. Inappropriate Web linking practices, International Libel Laws and Uability of ISPs.

**Unit – III**

Cyber Squatters, domain name disputes, Legislation against cyber squatters, copyright Protection in the cyber World, Liability for copyright infringements, Software Privacy, Software Patents, Digital Signatures and their liability, Certifying Authorities.

**Unit – IV**

Taxation Issues, Protection of cyber Consumers in India and CPA 1986, Cyber Contracts and Indian Contracts Act, Electronic Records as Evidence.

**Unit – V**

Brief review of IT Act – 2000

**BOOKS RECOMMENDED:**

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

**PAPER NO: XXXII VISUAL BASIC PROGRAMMING**

Theory	50
Pract.	50
Credit	4

Unit - I Visual Basic

**Need for Visual Basic - Starting Visual Basic - Overview of Visual Basic application development - The Visual Basic Environment - Initial VB Screen, Title bar, Overview of menu bar, - SDI (Single Document Interface Environment), - Toolbars, Toolbox, Properties Windows, - Use of different menus of VB's initial screen**

Unit - II Working with forms

**The Anatomy of a form, The Border, The Title Bar, The Caption, - The Control Menu, - The minimize, maximize and restore button, The close button, - Working with Form Properties, - Introducing Form Events, & Form Methods, - Multiple Document Interface (MDI) Forms**

Unit - III Selecting and Using Controls:

**Introducing Controls, Using Different Controls and their properties, & events  
Command Buttons, Text Boxes, Labels, option Buttons, Check Boxes, Frame Control, List Boxes, Combo Boxes, Image Objects, Picture Boxes Tree View Control, List View Control, Image List Control, Status Bar Control, Adding Other Controls to the toolbox**

Unit - IV Understanding Data Types, Logic and Program Flow

**Introducing variables, Variable Types, Working with a String, Scope of variables,  
Using arrays, dynamic arrays and control arrays, Using Constants, Operators in Visual Basic, Evaluating Conditions in Code, If.....Then.....Else Statements, The nested if statements, Select Case.....End Select, Performing Repetitive Tasks, For.....Next Loops, Do.....Loops, While.....Wend Loops, creating menus & toolbar.**

Unit - V Accessing databases, database control, DAO, ADO, RDO, VB and Access Connectivity, Designing Reports, Introduction, Objectives, Report Designer, Creating Reports

**Books:**

1. Visual Basic 6.0 By Gary Cornell
2. Visual Basic 6 By Steve Brown
3. Muvach's Visual Basic 6.0 By Muvach

**PAPER NO: XXXIII FINANCIAL MANAGEMENT**

Theory	50
Credit	4

- Unit – I** Financial Management Objectives: Profit Vv Wealth Maximization Goals, Finance Function, Investment-Financing-Dividend Decisions
- Unit – II** Operating and Financial Leverages, Computation of Combined Financial and Operating leverages, effect of leverages on profitability.
- Unit – III** Capital Structure Determinants, MM Approach with taxes, Optimum Capital Structure.
- Unit – IV** Cost of Capital – Types, Computation of different sources of capital viz. debt capital, preference share capital, equity share capital, weighted average cost of capital.
- Unit – V** Management of Working Capital – sources of short term capital, cash receivables and inventory management.

**Books:**

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

**PAPER NO: XXXIV MIS & DATA SECURITY**

Theory	50
Pract.	50
Credit	4

**Unit-I:**

Meaning and role of MIS, What is MIS, Decision Support Systems, Systems, Approach, the systems view of business, MIS organization within the company, Managers view of Information System.

**Unit-II:**

Management Organizational theory and the systems approach, Development of organizational theory, management and organizational behavior, management information and system approach, using information system for feedback.

**Unit-III:**

Information systems for decision making: Evolution of an information system, Basic information systems, decision making and MIS, MIS as a technique for making programmed decisions, decisions assisting information systems, Communication systems basics.

**Unit-IV:**

Security Attacks ( Interruption, Interception, Modification and Fabrication), Security Services (Confidentially, Authentication, Integrity, Non-repudiation, access Control and Availability) and Mechanism, A model for Internetwork security, Internet Standard and RFCs, Buffer overflow, & format string vulnerabilities, TCP session hijacking, ARP attacks, route table modification UPD hijacking and man-in-the-middle attacks.

**Unit-V:**

Conventional Encryption Principles, Conventional encryption algorithm, cipher block modes of operation, location of encryption devices, key distribution Approaches of Message Authentication, Secure Hash Functions and HMAC. Cryptography, principles, algorithms, digital signature, digital certificate, x.509, Directory Authentication Service.

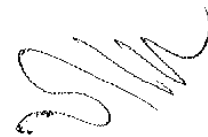
**PAPER NO: XXXV ENTERPRISE RESOURCE PLANNING (ERP)**

Theory	50
Part.	50
Credit	4

- Unit – I** Enterprise Resource Planning – Introduction, What is ERP- Need of ERP- Advantages of ERP – Growth of ERP (4) –
- Unit – II** ERP and Related Technologies Business process Reengineering (BPR) Management Information System (MIS) – Decision Support Systems (DSS) Executive Support Systems (ESS) – Data Warehousing, Data Mining – Online Analytical Processing (OLTP) – Supply Chain Management (SCM) 52 – Customer Relationship Management (CRM) (12)
- Unit – III** ERP modules & Vendors – Finance – Production planning, control & maintenance – Sales & Distribution – Human Resource Management (HRM) – Inventory Control System – Quality Management – ERP Market (8)
- Unit – IV** ERP Implementation Life Cycles – Evaluation and Selection of ERP package – Project planning – Implementation team training & testing – End user training & Going Live – Post Evaluating Maintenance (3)
- Unit – V** ERP Case Studies – Post implementation review of ERP Packages in Manufacturing, Services, and other Organizations (3)

**Books:**

Enterprise Resource Planning – Alexis Leon  
ERP Ware: ERP Implementation Framework  
V.K. Garg & N.K. Venkitakrishnan  
ERP: By Leon, ERP Concepts and Planning – Garg & Venkitakrishnan







**Question Paper Pattern**  
**B.Com. (E-COMM) V & VI Semester**

**Question Paper Pattern:**

**Max. Marks 50**

**Q. 1. Compulsory (Theory)**

**14 Marks**

Solve any three question from the remaining four questions

- |      |          |
|------|----------|
| Q.2. | 12 Marks |
| Q.3. | 12 Marks |
| Q.4. | 12 Marks |
| Q.5. | 12 Marks |

**Attempt any three question from remaining four.**  
**Each carries 12 marks**

