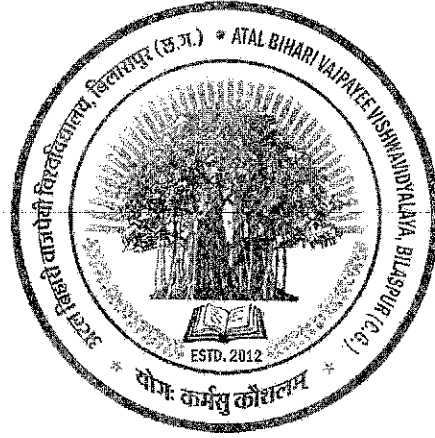


Atal Bihari Vajpayee Vishwavidyalaya, Bilaspur (C.G.)



Scheme and Syllabus

of

M.Com

Program Code: MCOMP129

**Annual system for affiliated college
(As per LOCF and credit system)**

w.e.f. 2023-2024

(As approved by AC and EC meetings held on 16.08.2023 and 18.04.2023 respectively)

2024-25



अटलबिहारीवाजपेयीविश्वविद्यालय, बिलासपुर (छ.ग.)

कोनीपुलिसथाना के सामने, बिलासपुर-रतनपुरमार्ग, कोनी, बिलासपुर (छ.ग.) 495009

Website :www.bilaspuruniversity.ac.in

Scheme of M.Com Private Program Code: MComp129

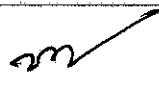

Year	Course Code	Subject Name	Credit			Total Credit	Marks		
			L	T	P		Max	Min	
Second	MCOMP201	Accounting for Managerial Decisions	3	1	-	4	100	36	
	MCOMP202	Corporate Legal Framework & Research Methodology	3	1	-	4	100	36	
	Group-I: (Finance)							100	36
	MCOMP203A	Financial Institutions & Markets	3	1	-	4	100	36	
	MCOMP203B	Project Planning & Control	3	1	-	4	100	36	
	MCOMP203C	Security Analysis & Portfolio Management	3	1	-	4	100	36	
	Group II: (Marketing)							4	
	MCOMP204A	Advertising & Sales Management	3	1	-	4	100	36	
	MCOMP204B	Marketing Management	3	1	-	4	100	36	
	MCOMP204C	Marketing Research	3	1	-	4	100	36	
	Group III: (International Business)								
	MCOMP205A	International Marketing	3	1	-	4	100	36	
	MCOMP205B	Foreign Trade Policy, Procedures and Documentation	3	1	-	4	100	36	
	MCOMP205C	Customer Relationship Management	3	1	-	4	100	36	
	Group IV: (Management)								
	MCOMP206A	Corporate Tax Planning & Management	3	1	-	4	100	36	
	MCOMP206B	Strategic Management	3	1	-	4	100	36	
	MCOMP206C	Business Environment	3	1	-	4	100	36	
	Group V: (E-Commerce)								
	MCOMP207A	Computer Application in Business	3	1	-	4	100	36	
	MCOMP207B	Information Technology in Business	3	1	-	4	100	36	
	MCOMP207C	E-Commerce	3	1	-	4	100	36	
				15	5	-	20		

Note: Students have to opt for one group in the second year.

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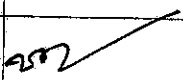
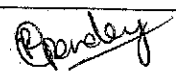
Part A: Introduction		
Program: M.COM	Class: Year II	w.e.f.AcademicSession:2023-24
Course Code	MCOMP201	
Course Title	ACCOUNTING FOR MANAGERIAL DECISIONS	
Course Type	THEORY	
Course Learning Outcomes(CLO)	After completion of this course students will be able to: <ul style="list-style-type: none"> • Evaluate the reporting of managerial accounting information • Apply both the single cost-driver approach and activity-based costing (ABC) to the allocation of manufacturing overhead, and compare them in terms of cost information quality. • Apply various techniques for analyzing mixed costs into variable vs. fixed components. • Analyze accounting data by application of cost-volume-profit concepts. • Evaluate operational budgeting in terms of the process by which it is implemented and its possible benefits to the organization. 	
Credit Value	4	
Total Marks	Max. Marks: 100	Min. Marks: 36
Part B: Content of the Course		
Total Lectures:40/ Total hours:40		
<p>Unit-I Introduction of Accounting Management -accounting as an area of accounting Objectives nature and scope of financial accounting cost accounting and management accounting, Management accounting and managerial decisions, Management accountant's position role and responsibilities. Accounting Plan and Responsibility Centers: Meaning and significance of responsibility accounting Responsibility centers cost Centre profit, Centre and investment Centre, Problems in transfer pricing Objective and determinants of responsibility centers.</p> <p>Unit-II Budgeting: Definition of budget essentials of budgeting Types of budgets functional master etc. Fixed and flexible budget budgetary control. Zero-base budgeting, Performance budgeting Standard Costing and Variance Analysis Standard costing as a control technique, setting of standards and their revision. Variance Analysis-Meaning and importance kinds of variances and their use -material labour and overhead variance. Disposal of variances Relevance of Variance analysis to budgeting and standard costing</p> <p>Unit-III Unit-IV Marginal Costing and Break-even Analysis: Concept of marginal cost. Marginal costing and absorption costing, Marginal costing versus direct costing Cost Volume profit analysis Break-even Analysis Assumptions and practical applications of break-even analysis Decisions regarding sales-mix, make or buy decisions and discontinuation of a product line, etc.</p> <p>Unit-V Analysing Financial Statement: Horizontal, Vertical and ratio analysis cast flow Analysis. Contemporary issues in Management Accounting Value chain analysis Activity-based costing, Quality costing Target and life cycle costing. Reporting to Management Objective of reporting, reporting needs at different managerial levels, Types of reports modes of reporting at different levels of management</p>		

Part C-Learning Resources

Text Books/ Reference Books :


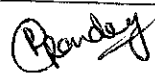
- Bhattacharya,(2010) Management Accounting, First Edition, Pearson Education
- Maheshwari, S.N.(2009) Principles of Management Accounting, Sultan Chand and Sons
- Khan,M.Y.and Jain P.K.(20009),Management Accounting, 5th Edition McGraw Hill
- Pandey I.M.,(2008) Management Accounting, 3rd Edition, Vikas Publishing House Delhi

S.N.	Name	Post	Signature
1.	Dr. Sudhir Sharma	Chairman	
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3.	Dr. K.K. Agrawal	Subject Expert	
4.	Shri Tikaram Kashyap	Member	
5.	Shri K.S. Pusham	Member	
6.	Shri JeevanPrabhakar	Member	
7.	Dr. PoojaPanday	Member	
8.	Dr. Sharad Kumar Dewangan	Member	

Part A: Introduction		
Program: M.COM	Class: Year II	w.e.f.AcademicSession:2023-24
Course Code	MCOMP202	
Course Title	CORPORATE LEGAL FRAMEWORK & RESEARCH METHODOLOGY	
Course Type	THEORY(Compulsory)	
Course Learning Outcomes(CLO)	<p>After completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Recall various definitions and would be able to evaluate the provisions of Law of Contract, 1872. • examine various provisions of the Sale of Goods Act, • Compare and contrast different types of negotiable instruments and their applicability in the money market. • To relate and apply various provisions related to the Consumer Protection Act. • Demonstrate the ability to choose methods appropriate to research objectives. 	
Credit Value	4	
Total Marks	Max. Marks: 100	Min. Marks: 36
Part B: Content of the Course		
Total Lectures:40/ Total hours:40		
<p>Unit-I-Legal Environment for Security Markets: SEBI Act. 1992-organization and objective of SEVI Powers under the Securities Contract Regulation Act 1956 transferred to SEBI Role of SEBI in controlling the security markets..</p> <p>Unit-II- Restrictive and Unfair Trade Practices: Consumer Protection Act MRTP Act 1956 monopolistic trade practices, Restrictive trade practice, unfair trade practice, the Consumer Protection Act 1986, salient fractures, definition of consumer, rights of consumer, grievance redressed machinery.</p> <p>Unit-III-Regulatory Environment for International Business FEMA Act 1999 WTO. Regulatory framework of WTO, basic principle and its charter WTO provisions relating or preferential treatment to development countries. Regional grouping technical standards, antidumping duties, and other NTBs. Custom valuation and dispute settlement, TRIP and TRIMS</p> <p>Unit-IV-Concept & Significance of research kinds of reseal, selection and formulation of research problem, Concept of Hypothesis Sources of Hypothesis, wining Hypothesis. Research Design Experimental and anion Experimental Research design</p> <p>Unit-V-Consensus & Sample Investigation, observation. Interview Questionnaire and schedule methods of data connection, Case study method, Types of Hypothesis and testing Nature and types of variables.</p>		
Part C-Learning Resources		
Text Books/ Reference Books :		
<ul style="list-style-type: none"> • Alan Bryman (2018): Social Research Methods, London: OUP • B A Prasad Sharma and P. Satyanarayan. Ed. (1983): Research Methods in Social Sciences, New Delhi: Sterling • B.N Ghosh (1984): Scientific Method and Social Research, New Delhi: Sterling. • C. R Kothari (2004): Research Methodology: Methods and Techniques. New Delhi: New 		

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Part A: Introduction		
Program: M.COM	Class: Year II	w.e.f.AcademicSession:2023-24
Course Code	MCOMP203-A	
Course Title	FINANCIAL INSTITUTION AND MARKETS	
Course Type	THEORY OPTIONAL GROUP-I (FINANCE)	
Course Learning Outcomes(CLO)	<p>After completion of this course, students will be able to:</p> <ul style="list-style-type: none"> To differentiate between fund-based and fee-based financial activities of the Indian financial system. To acquire an understanding of various concepts related to leasing, hire purchase, To introduce students to the world of financial services To enrich student's understanding of the fundamental concepts and working of financial service institutions. To equip students with the knowledge and skills necessary to become employable in the financial service industry. 	
Credit Value	4	
Total Marks	Max. Marks: 100	Min. Marks: 36
Part B: Content of the Course		
Total Lectures:40/ Total hours:40		
<p>Unit-I- Introduction: Nature and role of the financial system; Financial system and financial markets; Financial system and economic development Indian Financial system- an overview</p> <p>Financial Markets: Money and capital markets; Money market meaning constituents, function of money, market money market instrument call money. treasury bills, certificates of deposits, commercial bills, trade bills etc. Recent trends in Indian money market, Capital market- Primary</p>		

and Secondary markets Depository system Government securities market Role of SEBI overviews, Recent developments.

Unit-II- Reserve Bank of India: Organisation management and functions Credit creation and credit control, **Commercial Banks:** Meaning functions management and investment policies of commercial banks, Present structure, E-banking and trading. Recent developments in commercial banking.

Unit-III-Development Banks: Concept objectives and function of development banks. Operational and promotional activities of development banks, IFCI, ICICI, IDBI, IRBI, SIDBI, State development Banks state financial corporations. **Insurance Sector:** Objectives, role investment practices in LIC and GIC. Insurance Regulatory and Development Authority-role and function **Unit Trust of India:** Objectives, function and various schemes of UTI. Role of UTI in Industrial Finance

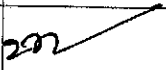
Unit-IV- Non-Banking Financial Institutions: Concept and role of non-banking financial institutions: Sources of finance Function of non-banking financial institution investment policies of non-banking financial institution in India. **Mutual Funds:** Concept performance appraisal and regulation of mutual funds (With special reference to SEBI guidelines): Designing and marketing of mutual funds schemes, latest mutual fund schemes in India -an overview.

Unit-V- Merchant Banking: Concept function and growth; government policy on merchant banking services, SEBI guidelines, Future of merchant banking in India. **Interest Rate Structure Department** of interest rate structure, differential interest rate; recent changes in interest rate structure. **Foreign investments:** Types trends and implications, Regulatory framework for foreign investments in India

Part C-Learning Resources

Text Books/ Reference Books :

- E Gardon & K Natarajan: Financial Markets & Services, HPH, 7th Edition, Mumbai
- Vasant Desai : Financial Markets & Financial Services , Himalaya Publishing House, 1st Edition Mumbai
- V.A. Avadhani : Financial Services in India, HPH, 2009, 1st Edition.
- Khan. M. Y., " Financial Services", 2010, 5th Edition, Tata Mc Graw Hill, Pvt. Ltd., New Delhi.

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6.	Shri JeevanPrabhakar	Member	

7.	Dr. PoojaPanday	Member	<i>Panday</i>
8.	Dr. Sharad Kumar Dewangan	Member	

Part A: Introduction		
Program: M.COM	Class: Year II	w.e.f.AcademicSession:2023-24
Course Code	MCOMP203-B	
Course Title	PROJECT PLANNING AND CONTROL	
Course Type	THEORY GROUP-1 (FINANCE)	
Course Learning Outcomes(CLO)	<p>At the end of this course, the students will be able to:</p> <ul style="list-style-type: none"> • Following this course, students will be able to describe a project life cycle, and can skillfully map each stage in the cycle • Students will identify the resources needed for each stage, including involved stakeholders, tools and supplementary materials • Students will describe the time needed to successfully complete a project, considering factors such as task dependencies and task lengths • Students will be able to provide internal stakeholders with information regarding project costs by considering factors such as estimated cost, variances and profits • Students will be able to develop a project scope while considering factors such as customer requirements and internal/external goals 	
Credit Value	4	
Total Marks	Max. Marks: 100	Min. Marks: 36
Part B: Content of the Course		
Total Lectures:40/ Total hours:40		
<p>Unit-I- Identification of Investment Opportunities: Project ideas. Screening of ideas; Environment scanning and opportunity analysis. Government regulatory framework Market and demand analysis: Information required for market and demand analysis. Sources of Information primary and secondary, demand forecasting. Unit-II- Technical Analysis Materials and Inputs. Production technology. Product Mix, Plant location and layout, Selection of plant and equipment. Unit-III- Cost of project and Means of Financing: Major cost components, Means of financing Planning capital structure, Various financing schemes of financial institutions. Profitability, Financial Projections and Tax Considerations: Methods of appraisal under certainty and risk and uncertainty, investment appraisal in practice; Process followed by financial institutions, Project appraisal techniques. Unit-IV- Appraisal Criteria and Appraisal Process: Methods of appraisal under certainty and risk and uncertainty, Investment appraisal in practice, Process followed by financial institutions, Project appraisal techniques. Social Cost Benefit Analysis Rationale for social cost benefits analysis Methodology of SCBA L& M approach and UNIDO approach. Measurement of the impact on the distribution SCBA in India Unit-V-Network Techniques for Project implementation, Monitoring, and Control: PERT and CPM techniques, Critical path, event slacks, and activity floats, scheduling to match the availability</p>		

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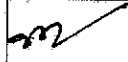

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of manpower **Measures of variability and probability** of completion by a specified date; Project implementation practices in India

Part C-Learning Resources

Text Books/ Reference Books :

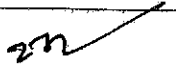

- Bryce, MC: Industrial Development, McGraw Hill (Int. Ed), New York.
- Chandra, Prasanna: Projects: Planning Analysis, Financing, Implementation, and Review Tata, McGraw Hill, New Delhi,
- Patel, Bhavesh M, Project Management, Vikas Publishing House pvt. Ltd., New Delhi
- Chaudhary, S.: Project Management, Tata McGraw Hill, New Delhi,

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Part A: Introduction		
Program: M.COM	Class: Year II	w.e.f. Academic Session: 2023-24
Course Code	MCOMP203-C	
Course Title	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	
Course Type	THEORY GROUP-1 (FINANCE)	
Course Learning Outcomes(CLO)	<p>After completion of this course, the student will be able to</p> <ul style="list-style-type: none"> • Explored different avenues of investment. • Equipped with the knowledge of security analysis. • Apply the concept of portfolio management for better investment. • Invest in less risk and more return securities. • Measuring the portfolio performances. 	
Credit Value	4	
Total Marks	Max. Marks: 100	Min. Marks: 36
Part B: Content of the Course		
Total Lectures:40/ Total hours:40		
<p>Unit-I- Investments: Nature and scope of investment analysis. Elements of investment, avenues of investment, approaches to investment analysis Concept of return and risk. Security return and risk analysis. Measurement of return and risk.</p> <p>Financial Assets: Types and their characteristics, sources of Financial information.</p> <p>Unit-II- Security markets: Primary and secondary market, Primary market role, functions and methods of selling securities in primary market; allotment procedure, New financial instruments</p> <p>Public issue: SEBI guidelines on public issue size of issuer pricing of issue promoters contributions, appointment of merchant bankers, underwrites, broken, registrars and managers, bankers, and allotment of shares.</p> <p>Secondary market: Role importance type of broken trading mechanism listing of securities in stock exchanges, screen-based trading, Depository role and need, depositories Act, 1996</p> <p>Unit-III- Valuation of securities Bonds, debentures, Preference share equity shares. Fundamental Analysis Economic analysis Industry analysis and company analysis</p> <p>Technical Analysis Trends Indicators, indices, and moving averages applied in technical analysis</p> <p>Efficient Market Hypothesis Weak semi-strong and strong market and its testing techniques.</p> <p>Unit-IV- Portfolio Analysis: Estimating rate of return and standard deviation of portfolio. Effect of combining the securities. Markowitz Risk return optimisation, Single Index Model of Market Model, Portfolio total risk portfolio market risk and unique risk, Simple Sharpe's optimisation solution.</p> <p>Unit-V- Capital Market Theory: Capital market line, Security market line risk-free lending and borrowings, Factor models' Arbitrage pricing theory, two factor and multi-factor models Principle of arbitrage and arbitrage portfolio.</p> <p>Portfolio Performance Evaluation: Measure of return, risk-adjusted measures of return timing, Evaluation criteria, and procedures.</p>		
Part C-Learning Resources		
Text Books/ Reference Books :		
<ul style="list-style-type: none"> • S. Kevin, Security analysis and Portfolio Management, PHI, 2010, 2nd Edition, New Delhi. • Reilly, Brown: "Analysis of Investments and Management of Portfolios", Cengage Learning, New Delhi, 2013 • Prasanna Chandra, "Investment Analysis and Portfolio Management", TMH, New Delhi, 2013 		

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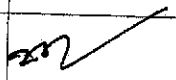
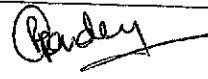
Part A: Introduction		
Program: M.COM	Class: Year II	w.e.f.AcademicSession:2023-24
Course Code	MCOMP204-A	
Course Title	ADVERTISING AND SALES MANAGEMENT	
Course Type	THEORY (OPTIONAL GROUP-II (MARKETING))	
Course Learning Outcomes(CLO)	<p>After completion of this course, the student will be able to: -</p> <ul style="list-style-type: none"> • Develop a plan for organizing, staffing, and training a sales force. • Know the distinction between the skills required for selling and sales management. • Identify the key factors in establishing and maintaining high morale in the sales force. • Develop an effective sales compensation plan. • Evaluate the performance of a salesperson. 	
Credit Value	4	
Total Marks	Max. Marks: 100	Min. Marks: 36
Part B: Content of the Course		
Total Lectures:40/ Total hours:40		
<p>Unit-I- Advertising: Defined advertising as a tool of marketing, advertising effects economics and social Advertising and consumer behaviour. Advertising, advertising scene in India Advertising objectives and advertising Budgets</p> <p>Unit-II- Advertising Media: Print Media, Broadcasting media, Non media advertising, media planning and scheduling, advertising on internet, Media selection decisions.</p>		

Message Design and Development Copy development types of appeal, copy testing
Unit-III- Measuring advertising Effectiveness: Managing advertising agency client relationship Promotional scene in India,, Techniques for testing advertising effectiveness.
 Selling: Concept objectives, and functions of sales management Fundamentals of Selling, Selling process. Salesmanship, Product and customer Knowledge.
 Sale Planning Setting up sales organisation, Planning process principles of determining sales organisation
Unit-IV- Sales Force Management: Estimating Manpower requirements of sales departments planning for manpower recruitment and selection training and development placement and induction motivating sale force; leading the sales force-Compensation and promotion Policies, Sales meetings and contest
Unit-V- Control Process Analysis of Sales volume, cost and profitability managing expenses of sales personal, evaluating sales force performance. **Control Process:** Analysis of sales volume, cost, and profitability Managing expenses of sales personnel, Evaluation of sales force performance.

Part C-Learning Resources

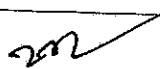
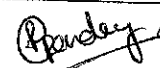
Text Books/ Reference Books :

- Belch George and Michael Belch, *Advertising and Promotion*, Tata McGraw Hill.
- William Wells, John Burnet, and Sandra Moriarty, *Adverting Principles and Practice*, Prentice Hall of India.
- JaishriJethwaney and Shruti Jain, *Advertising Management*, Oxford University Press.
- K. D. Koirala, *Marketing Communications*, Buddha Publications

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8.	Dr. Sharad Kumar Dewangan	Member	

Part A: Introduction		
Program: M.COM	Class: Year II	w.e.f.AcademicSession:2023-24
Course Code	MCOMP204-B	
Course Title	MARKETING MANAGEMENT	
Course Type	THEORY (OPTIONAL GROUP-II MARKETING)	
Course Learning Outcomes(CLO)	After completion of this course, the student will be able to <ul style="list-style-type: none"> • Explore different avenues of investment. • Equip with the knowledge of security analysis. • Apply the concept of portfolio management for better investment. • Invest in less risk and more return securities. 	
Credit Value	4	
Total Marks	Max. Marks: 100	Min. Marks: 36
Part B: Content of the Course		
Total Lectures:40/ Total hours:40		
<p>Unit-I- Introduction: Concept nature scope and importance of marketing, marketing concept and its Volition, Marketing mix; Strategic marketing planning- an overview.</p> <p>Market Analysis and Selection Marketing environment- Macro and micro components and their impact on marketing decisions, Market segmentation, and positioning Buyer behaviour consumer versus organisational buyers. Consumer decision-making process.</p> <p>Unit-II- Product Decisions: Concept of product Classification of products, Major product decisions Product line and product mix, Branding Packaging and labelling, Product life cycle- strategic implications new product development and consumer adoption process</p> <p>Unit-III- Pricing Decisions Factors affecting price determination pricing policies and strategies. Discounts and rebates</p> <p>Distribution channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels Distribution channel intermediaries, Channel management decisions, retailing and wholesaling</p> <p>Unit-IV- Promotion Decisions: Communication process, Promotion mix advertising personal selling, sales promotion publicity and public relations: Determining advertising budget Copy designing and its testing, Media selection, Advertising effectiveness Sales promotion tools and techniques</p> <p>Marketing Research: Meaning and scope of marketing research marketing research process.</p> <p>Unit-V- Marketing Organisation and Control- Organising and controlling marketing operations</p> <p>Issues and Development in Marketing: Social ethical and legal aspects of marketing, marketing of services, International marketing, Green marketing, Cyber Marketing, relationship marketing and other developments in marketing.</p>		
Part C-Learning Resources		
Text Books/ Reference Books :		
<ul style="list-style-type: none"> • Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi. • Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi. • Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi • McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York. 		




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Part A: Introduction		
Program: M.COM	Class: Year II	w.e.f.AcademicSession:2023-24
Course Code	MCOMP204-C	
Course Title	MARKETING RESEARCH	
Course Type	THEORY OPTIONAL GROUP-II (MARKETING)	
Course Learning Outcomes(CLO)	<p>After completion of this course, students will be able to:</p> <ul style="list-style-type: none"> Identify the foundation terms and concepts that are commonly used in Marketing. Learn to identify the essential elements for effective Marketing practice. Give a complete relationship between Marketing and other Management functions. Understand the Nature, Scope, and basic Marketing Concepts and Strategies. 	
Credit Value	4	
Total Marks	Max. Marks: 100	Min. Marks: 36
Part B: Content of the Course		
Total Lectures:40/ Total hours:40		

Unit-I- Introduction to marketing Research: Importance nature and scope of marketing research, Marketing Information system and marketing research, Marketing research process and organisation.

Unit-II- Problem, Identification and Research Design: Problem Identification and definition, developing a research proposal, Determining research type-exploratory, descriptive and conclusive research Experimental designs.

Unit-III- Data Resources: Secondary data sources and usage, Online data sources, Primary data collection methods- questioning techniques online surveys. Observation method, Questionnaire preparation.

Aptitude measurement and scaling techniques: Elementary introduction to measurement scales. presentation

Unit-IV- Sampling Plan: Universe, Sample frame and sampling unit sampling techniques, Sample size determination.

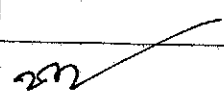
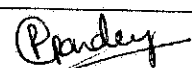
Data Collection: Organisation of field work and survey errors sampling and non-sampling errors. Data analysis: Univariate, bivariate and multivariate data analysis Report preparation and

Unit-V- Market Research Applications: Product research, Advertising Research, Sales and market research, International marketing research, and Marketing research in India.

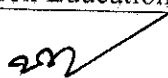

Part C-Learning Resources

Text Books/ Reference Books :

- Principles of Marketing, Bajaj, Kaur, Kalyani Publishers, New Delhi.
- Principles of Marketing, R.K. Mittal, A. Sharma, V.K. Global Pub. Pvt. Ltd, New Delhi.
- Marketing Management & Human Resource Management: Verma et.al, Oxford University Press.
- Lamb, C. W., Hair, J.F. and Sharma, D. MKTG, Cengage Learning Principles of Marketing M K Nabi, K C Raut, Vrinda Publications (P) Ltd
- Arun Kumar – Marketing management – Vikash Publication

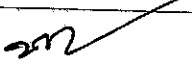
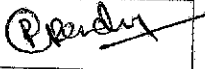
S.N.	Name	Post	Signature
1.	Dr. Sudhir Sharma	Chairman	
2.	Prof. Rajkumar Acharya	Subject Expert	
3.	Dr. K.K. Agrawal	Subject Expert	
4.	Shri Tikaram Kashyap	Member	
5.	Shri K.S. Pusham	Member	
6.	Shri JeevanPrabhakar	Member	
7.	Dr. PoojaPanday	Member	
8.	Dr. Sharad Kumar Dewangan	Member	

Part A: Introduction		
Program: M.COM	Class: Year II	w.e.f.AcademicSession:2023-24
Course Code	MCOMP205-A	
Course Title	INTERNATIONAL MARKETING	
Course Type	Theory Optional Group –II (International Business)	
Course Learning Outcomes(CLO)	<p>At the end of this course, the student will be able to :</p> <ul style="list-style-type: none"> • Develop an understanding of and an appreciation for basic concepts of international marketing • Be able to demonstrate an awareness and knowledge of the impact of environmental factors. • Be capable of identifying international customers through conducting marketing research. • Be capable of developing a global marketing strategy by applying the basic concepts. • Classify strategies for entering export markets from the extent of knowledge and research 	
Credit Value	4	
Total Marks	Max. Marks: 100	Min. Marks: 36
Part B: Content of the Course		
Total Lectures:40/ Total hours:40		
<p>Unit I: Foundations of International Marketing: Introduction to International Marketing: Nature and significance, Complexities in international marketing, Transition from domestic to transnational marketing, International market orientation, EPRG framework, International market entry strategies</p> <p>Unit II: Understanding the International Marketing Environment: International Marketing Environment: External factors - geographical, demographic, economic, sociocultural, political, and legal environment, Impact of environment on international marketing decisions</p> <p>Unit III: Foreign Market Selection and Product Decisions: Foreign Market Selection: Global market segmentation, selection of foreign markets, international positioning II. Product Decisions: Product planning for global markets, standardization vs. product adaptation, new product development, management of international brands, packaging and labelling, provision of sales-related services</p> <p>Unit IV: Pricing, Promotion, and Distribution Strategies: Pricing Decisions: Environmental influences on pricing decisions, international pricing policies, and strategies, Promotion Decisions: Complexities and issues, international advertising, personal selling, sales promotion, and public relations, Distribution Channels and Logistics: Functions and types of channels, channel selection decisions, selection of foreign distributors/agents, and managing relations with them, international logistics decision</p> <p>Unit V: International Marketing Planning, Organization, and Emerging Trends: International Marketing Planning, Organizing, and Control; Issues in international marketing planning, international marketing information system, organizing and controlling international marketing operations, Emerging Issues and Developments in International Marketing: Ethical and social issues, international marketing of services, information technology and international marketing, impact of globalization, WTO</p>		
Part C-Learning Resources		
Text Books/ Reference Books :		
<ul style="list-style-type: none"> • International Marketing, Warren Keegan, Pearson Education Asia Ltd and Tsinghua 		

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University Press

- Strategic Planning for Export Marketing, Franklin R Root Scranton, International Textbook
- International Trade and Investment, Franklin R Root Scranton, International Textbook
- International Marketing Management, Philip Kotler Prentice-Hall International, Inc Prentice-Hall International, Inc.

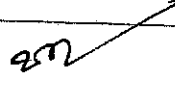
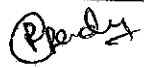
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6.	Shri JeevanPrabhakar	Member	
7.	Dr. PoojaPanday	Member	
8.	Dr. Sharad Kumar Dewangan	Member	

Part A: Introduction		
Program: M.COM	Class: Year II	w.e.f.AcademicSession:2023-24
Course Code	MCOMP205-B	
Course Title	FOREIGN TRADE POLICY, PROCEDURES AND DOCUMENTATION	
Course Type	Theory Optional Group –II (International Business)	
Course Learning Outcomes(CLO)	At the end of this course, the student will be able to : <ul style="list-style-type: none"> • Discuss the scope of International Business • Enumerate the benefits of International Business • Discuss the documents required for import and export transactions • Identify the incentives and schemes available for international firms • Discuss the role of different organisations in the promotion of international Business 	
Credit Value	4	
Total Marks	Max. Marks: 100	Min. Marks: 36
Part B: Content of the Course		
Total Lectures:40/ Total hours:40		
<u>Unit I: Fundamentals of International Trade</u>		
Theories of International Trade: Absolute and Comparative Advantages, Modern Theory of Trade, Theory of International Trade in Services, Balance of Payments and Adjustment Mechanisms.		
<u>Unit II: Trade Policies and Regulations</u>		
Commercial Policy Instruments - Tariffs, Quotas, Anti-dumping and Countervailing Duties, Technical Standards, Exchange Controls and Other Non-tariff Measures.		
<u>Unit III: India's Foreign Trade and Policy</u>		
Composition and Direction of Foreign Trade, India's Foreign Trade Policy, Export Promotion Infrastructure and Institutional Setup, Deemed Exports and Rupee Convertibility, Policy on Foreign Collaborations and Counter Trade Arrangements, Indian Joint Ventures Abroad, Project and Consultancy Exports.		
<u>Unit IV: Export Promotion and Documentation Framework</u>		
Instruments of Export Promotion - Export Assistance and Promotion Measures, EPCG Scheme, Import Facilities, Duty Drawback, Duty Exemption Scheme, Tax Concessions, Marketing Assistance, Role of State Trading Houses, 100% Export Oriented Units, Export Houses and Trading Houses, EPZs, SEZs. Documentation Framework - Types and Characteristics of Documents, Export Contract and Inco Terms, Processing of an Export Order.		
<u>Unit V: Financing, Risk Management, and Quality Control</u>		
Export Financing Methods and Terms of Payment - Methods of Payment, Negotiation of Export Bills, Documentary Credit and Collection, Pre and Post Shipment Export Credit, Bonds and Guarantees, Foreign Exchange Regulations. Cargo Credit and Exchange Risks - Marine Insurance: Procedures and Documentation for Cargo Loss Claims, GCGC Schemes for Risk Coverage and Procedure for Filing Claims, Institutions for Credit Pre and Post Shipment. Quality Control and Pre-shipment Inspection - Process and Procedure, Excise and Customs Clearance Regulations and Procedures.		
Part C-Learning Resources		
Text Books/ Reference Books :		
<ul style="list-style-type: none"> • Cavusgil S.T., Knight G. and Riesenberger J. (2017), International Business. Fourth Edition. 		




England: Pearson Education Limited

- Hill, Charles and Hult, Tomas. (2019). International Business. Twelfth Edition. New York: McGraw Hill Education.
- Daniel J.D., Radebaugh L.H., Sullivan D.P. (2015). International business. Fifteenth Edition. England: Pearson Education Limited.
- Rugman A.M. and Collinson, S. (2012). International business. Sixth Edition. England: Pearson Education Limited.

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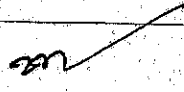
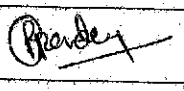
Part A: Introduction		
Program: M.COM	Class: Year II	w.e.f.AcademicSession:2023-24
Course Code	MCOMP205-C	
Course Title	CUSTOMER RELATIONSHIP MANAGEMENT	
Course Type	Theory Optional Group –II (International Business)	
Course Learning Outcomes(CLO)	<p>At the end of this course, the student will be able to :</p> <ul style="list-style-type: none"> • Apply the concept of CRM • Implement how CRM practices and technologies enhance the achievement of marketing • Implement various technological tools for data mining • Able to Understand Customer Portfolio Management 	

	<ul style="list-style-type: none"> • Able to Manage CRM Marketing in order to leverage CRM Technologies 	
Credit Value	4	
Total Marks	Max. Marks: 100	Min. Marks: 36
Part B: Content of the Course		
Total Lectures:40/ Total hours:40		
<p>UNIT-I: Emerging Concepts in Customer Relationship Management: CRM Definition, Need and Importance ; Conceptual Framework of Customer Relationship Management ;The Value Pyramid , Customer Interaction Cycle , Customer Profiling and Total Customer Experience, Goals of a CRM Strategy and Obstacles, CRM Solutions Map, Discussing People, Processes and Technology, CRM myths.</p> <p>UNIT-II: CRM as a Business Strategy: CRM - Issues and Strategies, Winning Markets through Effective CRM; CRM as a business strategy, CRM Process, Effective Customer Relation Management through Customer Knowledge Management; Customer Interaction Management, Call Centre management in CRM. Customer Centricity in CRM-Concept of Customer centricity, Customer touch points, Customer Service, Measuring Customer life time value-.Customer lifecycle Management.</p> <p>UNIT-III: Technological Tools for CRM and Implementation: Data Mining for CRM-Some Relevant Issues; Changing Patterns of e-CRM Solutions in the Future; Structuring a Customer Focused IT Organization to Support CRM; Organizational Framework for Deploying Customer Relationship; measuring profitability CRM implementation –set by step process.</p> <p>UNIT- IV: CRM Implementation: Choosing the right CRM Solution; Framework for Implementing CRM; a Step-by-Step Process: Five Phases of CRM Projects: Development Customizations; Beta Test and Step-by-Step Process: Five Phases of CRM Projects: Development Customizations; Beta Test and</p> <p>UNIT-V: CRM in Services: Status of Customer Relationship Management in service industry in India; Relevance of CRM for Hospital Services; Customer Relationship Management in Banking and Financial Services; CRM in Insurance Sector, Supply-Demand Mismatches and their impact on CRM; The Past, Present and Future of CRM;</p>		
Part C-Learning Resources		
Text Books/ Reference Books :		
<ul style="list-style-type: none"> • Jagdish N Sheth, Parvatiyar Atul, G Shainesh, Customer Relationship Management: Emerging Concepts, Tools and Applications,1-Edition, Tata McGraw Hill, June2008 • Judith W .Kincaid , Customer Relationship Management Getting it Right, Pearson Education • H.Peeru Mohamed , A Saga devan, Customer Relationship Management, A Step by Step Approach, Vikas Publishing House • Customer Centricity –Focus on right customer for strategic advantage, by Peter Fader, Whart on Digital Press, 2012\ 		

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Part A: Introduction		
Program: M.COM	Class: Year II	w.e.f.AcademicSession:2023-24
Course Code	MCOMP205-C	
Course Title	CORPORATE TAX PLANNING AND MANAGEMENT	
Course Type	THEORY(Optional: Group-IV)	
Course Learning Outcomes(CLO)	At the end of this course, the student will be able to : <ul style="list-style-type: none"> • Understand the components of tax • Identify the objectives of basic tax planning strategies • Recognize tax planning opportunities and distinguish between implicit and explicit tax • Equipped with analytical skills of various provisions of income tax • Make tax plans for individual and file tax return 	
Credit Value	4	
Total Marks	Max. Marks: 100	Min. Marks: 36
Part B: Content of the Course		
Total Lectures:40/ Total hours:40		
<u>Unit I: Fundamentals of Tax Management</u>		
Introduction to Tax Management, Concept of Tax Planning, Tax Avoidance and Tax Evasion, Corporate Taxation, Dividend Tax.		
<u>Unit II: Tax Planning for Business Setup</u>		
Tax Planning for New Businesses, Tax Planning with Reference to Location, Tax Planning with Reference to Nature of Organization, Tax Planning with Reference to Form of Organization.		
<u>Unit III: Tax Planning and Financial Management Decisions</u>		
Tax Planning in Relation to Capital Structure Decisions, Tax Planning in Relation to Dividend Policy, Inter-corporate Dividends and Bonus Shares.		
<u>Unit IV: Tax Planning and Managerial Decisions</u>		
Tax Planning in Respect of Own or Lease Sale of Assets Used for Scientific Research, Tax Planning for Make or Buy Decisions, Tax Planning for Repair, Replace, Renewal, or Renovation Decisions, Tax Planning for Shutdown or Continue Decisions.		
<u>Unit V: Special Tax Provisions and Tax Payment</u>		
Tax Provisions Relating to Free Trade Zones, Infrastructure Sector, and Backward Areas, Tax Incentives for Exporters, Tax Planning with Reference to Amalgamation of Companies, Tax Payment, Tax Deduction, and Collection at Source, Advance Payment of Tax.		
Part C-Learning Resources		
Text Books/ Reference Books :		
<ul style="list-style-type: none"> • Singhanian V K & Singhanian Monica, Corporate tax planning and Business tax procedures, Taxmann publications • Singhanian V K & Singhanian Monica ,Systematic Approach to Income Tax and Central Sales Tax • Girish Ahuja and Ravi Gupta Corporate Tax Planning & Management Bharat Law House 2014 Dr. B B Lal, Direct Taxes, Konark Publications • Rajeev Puri and Puja Gaur, Corporate Tax Planning and Management, Assessment Year 2017-18, Kalyani Publishers, 		

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6.	Shri JeevanPrabhakar	Member	
7.	Dr. PoojaPanday	Member	
8.	Dr. Sharad Kumar Dewangan	Member	

Part A: Introduction		
Program: M.COM	Class: Year II	w.e.f.AcademicSession:2023-24
Course Code	MCOMP206-A	
Course Title	STRATEGIC MANAGEMENT	
Course Type	THEORY Optional: Group-IV (MANAGEMENT)	
Course Learning Outcomes(CLO)	At the end of this course, the student will be able to : <ul style="list-style-type: none"> • Examining the internal and external environment of the companies • Explain strategic positions composed of low cost, differentiation, and focus. • Define the different strategic evaluation and control techniques. Recognize the different approaches related to strategic management. • Define the relationships among vision, mission, and the values. 	
Credit Value	4	
Total Marks	Max. Marks: 100	Min. Marks: 36
Part B: Content of the Course		
Total Lectures:40/ Total hours:40		
Unit I: Foundations of Strategy		
Concept of Strategy: Defining strategy, levels at which strategy operates, and Approaches to strategic decision-making. Mission and Purpose, Objectives and Goals. Strategic Business Unit (SBU). Functional Level Strategies.		
Unit II: Environmental Analysis and Diagnosis		

Concept of Environment and its components. Environment Scanning and Appraisal. Organisational Appraisal. Strategic Advantage Analysis and Diagnosis. SWOT Analysis.

Unit III: Strategy Formulation and Choice

Strategies: Modernisation, Diversification, Integration, Merger, Takeover, and Joint Strategies. Turnaround, Divestment, and Liquidation Strategies. Process of Strategic Choice. Industry, Competitor, and SWOT Analysis. Factors Affecting Strategic Choice.

Unit IV: Functional Strategies

Marketing Plans and Policies. Production/Operations Plans and Policies. Research and Development Plans and Policies. Personnel Plans and Policies. Financial Plans and Policies.

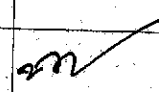
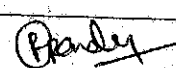
Unit V: Implementation, Structure, and Evaluation

Strategy Implementation: Inter-relationship between Formulation and Implementation, Issues in Strategy Implementation, and Resource Allocation. Strategy and Structure: Structural Considerations, Structures for Strategies, Organisational Design and Change. Strategy Evaluation and Control: Overview of Strategy Evaluation, Strategic Control, Techniques of Strategic Evaluation and Control.

Part C-Learning Resources

Text Books/ Reference Books :

- Azhar Kazmi, STRATEGIC MANAGEMENT & BUSINESS POLICY Tata McGraw-Hill Publishing Company Limited, New Delhi 2008.
- Vipin Gupta, Kamala Gollakota & Srinivasan, BUSINESS POLICY & STRATEGIC MANAGEMENT, Prentice Hall of India Private Limited, New Delhi, 2008.
- Amita Mittal, CASES IN STRATEGIC MANAGEMENT, Tata McGrawHill Publishing Company Limited, New Delhi 2008.
- Fred R. David, STRATEGIC MANAGEMENT CONCEPT AND CASES, PHI Learning Private Limited, New Delhi, 2008.

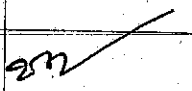

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Part A: Introduction		
Program: M.COM	Class: Year II	w.e.f.AcademicSession:2023-24
Course Code	MCOMP206-B	
Course Title	BUSINESS ENVIRONMENT	
Course Type	THEORY(Optional: Group-IV (MANAGEMENT)	
Course Learning Outcomes(CLO)	<p>At the end of this course, the student will be able to :</p> <ul style="list-style-type: none"> • Identify and evaluate the complexities of the business environment and their impact on the business. • Analyze the relationships between Government and business and understand the political, economic, legal, and social policies. • Analyze current economic conditions in developing emerging markets, and evaluate present and future opportunities. • Gain knowledge about the operation of different institutions in the international business environment. • Identify and evaluate the complexities of the business environment 	
Credit Value	4	
Total Marks	Max. Marks: 100	Min. Marks: 36
Part B: Content of the Course		
Total Lectures:40/ Total hours:40		
<p>Unit I Theoretical Framework of Business Environment: Concept significance and nature of business environment, Element of Environment internal and external. Changing dimensions of business environment, Techniques of environment scaring and monitoring</p> <p>Unit II Economic Environment of Business Significance and elements of economic environment, Economic systems and business environments, Economic Planning in India. Government policies industrial policy fiscal monetary policy. EXIM policy, Public sector, and economic, development, Development banks and relevance to Indian business, Economic reforms, liberalisation, and structural adjustment programmes.</p> <p>Unit III Political and Legal Environment of Business: Critical elements of the political environment, Government and business changing dimensions of the legal environment in India MRTP Act FEMA and licensing policy: Consumer Protection Act.</p> <p>Unit IV Socio-Cultural Environment Critical elements of socio-cultural environment. Social institutions and systems, Social values and attitudes, Social groups, Middle classes, Dualism in Indian Society and problems of uneven income distribution, Emerging rural sector India, Indian Business system, Social responsibility of business: Consumerism in India.</p> <p>Unit V International and Technological Environment: Multinational Corporations, Foreign collaboration, and Indian business Non-resident Indians and corporate sector International economic institutions WTO World Bank IMF and their importance to India Foreign trade policies impact of Rupee devaluation, Technological environment in Dian, Policy on research and research and development, Patent laws, Technology transfer</p>		
Part C-Learning Resources		
Text Books/ Reference Books :		
<ul style="list-style-type: none"> • Morrison J, The International Business Environment, Palgrave • Francis Cherunilam, <i>Business Environment</i>-Himalaya Publishing House, New Delhi 		

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- Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi
- MISHRA AND PURI, Indian Economy, Himalaya Publishing House, New Delhi
- Business Environment Raj Aggarwal Excel Books, Delhi

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Part A: Introduction		
Program: M.COM	Class: Year I	w.e.f.AcademicSession:2023-24
Course Code	MCOMP207-A	
Course Title	COMPUTER APPLICATION IN BUSINESS	
Course Type	THEORY Group-V (E-COMMERCE)	
Course Learning Outcomes(CLO)	<p>At the end of this course, the student will be able to :</p> <ul style="list-style-type: none"> • To apply various terminologies used in the operation of computer systems in a business environment. • To apply various terminologies used in the operation of computer systems in a business environment. • To apply various terminologies used in the operation of computer systems in a business environment. • To develop or provide support for MIS according to business organizational needs • To provide support for MIS according to business organizational needs 	
Credit Value	4	
Total Marks	Max. Marks: 100	Min. Marks: 36

Part B: Content of the Course

Total Lectures:40/ Total hours:40

Unit I: Computer Systems and Hardware Fundamentals

Computer system as an information processing system. Differentiating types of computer systems. Hardware options: CPU, input devices, output devices, storage devices, communication devices. Configuration of hardware devices and their applications.

Unit II: Personal Computers and Performance Factors

Understanding personal computers (PCs) and main components. Hardware configuration includes CPU, clock speed, RAM, secondary storage devices, and peripherals. Factors influencing PC performance. PC as a virtual office.

Unit III: Modern Information Technology and Communication

Basic idea of Local Area Networks (LAN) and Wide Area Networks (WAN). Overview of E-Mail, Internet technologies, access devices, concept of the World Wide Web, internet browsing, and multimedia.

Unit IV: Software, Operating Systems, and Productivity Tools

Software needs include operating systems, application software, and programming languages. Introduction to various operating systems such as DOS, Windows, and UNIX. Utilizing office productivity software: Word Processing (MS Word), Spreadsheets (Excel), and Presentations (PowerPoint).

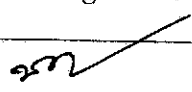
Unit V: Specialized Tools and Applications in Business

Introduction to Lotus Smart Suite for Data Sheet Analysis. Accounting packages and practices: Preparation of vouchers, invoices, salary statements, maintenance of inventory records, accounting books, final accounts, and financial reports generation. Practical knowledge of Wings Accounting and Wings Trade (Software's), Tally, etc. Usage of statistical packages for analysis in research: Lotus and Excel, SPSS, SYSTAT.

Part C-Learning Resources

Text Books/ Reference Books :

- R. Pillai, Objective Computer Awareness, Arihant Publications
- P.K. Sinha, Computer Fundamentals, SPB Publications
- Rani Ahilya, Computer, Lucent's Publication
- Rasananda Mohanty, Computer Application in Business Accounting, Himalaya Publishing House
- Pradeep K. Sinha Computer Fundamentals, Bpb

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7.	Dr. PoojaPanday	Member	<i>Panday</i>
8.	Dr. Sharad Kumar Dewangan	Member	

Part A: Introduction		
Program: M.COM	Class: Year II	w.e.f.AcademicSession:2023-24
Course Code	MCOMP207-B	
Course Title	INFORMATION TECHNOLOGY IN BUSINESS	
Course Type	THEORY (OPTIONAL GROUP-V E-COMMERCE)	
Course Learning Outcomes(CLO)	At the end of this course, the student will be able to : <ul style="list-style-type: none"> • Identify the concept of Information Technology • Understand the concept of EDI. • Know how to use data on the internet. • Have an outline of data security 	
Credit Value	4	
Total Marks	Max. Marks: 100	Min. Marks: 36
Part B: Content of the Course		
Total Lectures:40/ Total hours:40		
<p>UNIT-I Information Revolution and Information Technology deploy met of IT in Business Basic features of the invention in information technology, changes brought about in business environment; its effects n social fabric, businesses and environment invention of writing, written booked, printing press and movable type- Gutenberg's invention radio, telephone, wireless and satellite communication, computing, and dissemination of information and knowledge and convergence of technologies (The Internet with the wireless WAP)</p> <p>Electronic Data Interchange (EDI) EDI Concept basics, and standards EDI in action Financial EDI (FED), EDI for international s trade transaction Applications of EDI in India in the financial sector and government and the World Benefits of EDI, Future of EDI in India and the world.</p> <p>The Internet and its Basic Concepts Internet introduction evolution, and development in India and the world. The technological foundation of the Internet, Distributed Computing, Client Server computing Internet Protocol Suite, Application of Distributed Computing: Internal Protocol Suite in the Internet environment, Domain Name system (DNS) Doman Name Service (DNDS) Generic top-level doming (GTLTD) Country code top-level domain (CCTLD), India level domain (GTLTD) Country code top-level domain (CCTLD), India Allocation of second-level domains IP address; Internet protocol. Applications of the Internet in business education, governance etc</p> <p>UNIT-II The Mechanism of the Internet and Internet Enabled Services: Distributed Computing Client-server Computing Internet Protocol Suite; Protocol Stack, Open System Interconnection Reference Model (OSIRM) based on the international organisation for standardisation (ISO) Application layer, Presentation Layer, Session Layer Transport Ayer, Network layer Data link Layer and Physical Layer) TCP/IP protocol suite model, Mechanism of transmitting the message across the Network and function of each layer. Processing of data at the destination Mechanism to log onto the network. Mechanism of sending and receiving email Electronic Mail (1-Mail) Usenet &</p>		

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Newsgroup; File transfer protocol (FTP), Telnet, Finger, Internet Chat (IRC) Frequently Asked Question (FAQ) The World Wide Web consortium (W3C); Concept and evolution Standardising the Web W3C Members W3C recommendations Browsing and searching browsing and information retrieval.

UNIT III Exploring World Wide Web: Exploring the World Wide Web, Architecture of World Wide Web; Hyperlink: Hypertext mark-up Language (HTML) Hypertext transfer protocol (HTTP) address; URL Working of www. Web Standards introduction to HTML: HTML: Versions, Naming Scheme for HTML Documents, HTML Editor, Explanation of the Structure of the home page, Elements in HTML Documents XHTML CSS Extensible Style Sheet Languages (SXL); Tips for designing web pages.

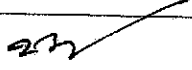
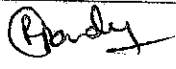
UNIT IV Security of Data/Information: Security Network Security: PINA Factor (Privacy, Integrity, And Non-Repudiation Authentication); SSL Encryption digital Signature Digital Certification Server Security Firewall. Password Biometrics, Payment Security, Virus Protection Hacking.

UNIT V Web Browsing and Search Engines: Browsers: Basic Functions of Web Browsers; Browsers with advanced facility, Internet Explorer, Netscape Navigator/Communicator, Directory, General Features of the search engines Different search Engine Approaches to website selection Major Search Engines Specialized search engines, Popular search engines/directions. Guidelines for effective searching; a general Approach to searching

Part C-Learning Resources

Text Books/ Reference Books :

- R. Pillai, Objective Computer Awareness, Arihant Publications
- P.K. Sinha, Computer Fundamentals, SPB Publications
- Rani Ahilya, Computer, Lucent's Publication
- Rasananda Mohanty, Computer Application in Business Accounting, Himalaya Publishing House
- Pradeep K. Sinha Computer Fundamentals, Bpb

S.N.	Name	Post	Signature
1.	Dr. Sudhir Sharma	Chairman	
2.	Prof. Rajkumar Acharya	Subject Expert	
3.	Dr. K.K. Agrawal	Subject Expert	
4.	Shri Tikaram Kashyap	Member	
5.	Shri K.S. Pusham	Member	
6.	Shri JeevanPrabhakar	Member	
7.	Dr. Pooja Panday	Member	
8.	Dr. Sharad Kumar Dewangan	Member	

Part A: Introduction		
Program: M.COM	Class: Year II	w.e.f. Academic Session: 2023-24
Course Code	MCOMP207-B	
Course Title	E-COMMERCE	
Course Type	THEORY (OPTIONAL GROUP-V E-COMMERCE)	
Course Learning Outcomes(CLO)	<p>At the end of this course, the student will be able to :</p> <ul style="list-style-type: none"> • Identify the component parts of e-commerce • Identify the benefits of selling online • Know how to optimize and stay safe when selling online • Have an outline strategy for e Commerce for your business • Understand the risks around Cyber Security when trading and doing business online. 	
Credit Value	4	
Total Marks	Max. Marks: 100	Min. Marks: 36
Part B: Content of the Course		
Total Lectures:40/ Total hours:40		
<u>Unit 1: Introduction to E-commerce and Internet Concepts</u>		
Meaning and concept of E-commerce: Electronic Commerce versus traditional commerce. Media Convergence, E-Commerce, and E-business. Channels of e-commerce, Business applications of e-commerce. E-commerce as an electronic trading system, special features, and the need for E-commerce.		
<u>Unit 2: Internet Concepts, Web Technologies, and Multimedia</u>		
Concept and evolution of the Internet. Web Technologies: Global publishing concept, inversely reader concept, and client-server concept. Hypertext publishing and hypertext information network. Benefits of hypertext, URLs, HTTP; HTTPD Servers, HTML, HTML Forms, and CGI Gateway services. Concept and role of Multimedia, multimedia technologies, Digital Video, digitization of product and customer communication, desktop video conferencing, marketing, broadband networks, and related concepts, ISDN, ATM, and Cell relay.		
<u>Unit 3: E-Commerce Business Models, Infrastructure, and Operations</u>		
E-Commerce models, Supply chain management, product, and service digitization. Remote servicing, procurement, Online marketing, and advertising. E-Commerce resources and infrastructure, planning for infrastructure. Business to Consumer Commerce: Cataloguing, order planning, order generation, cost estimation, and pricing. Order receipt and accounting, order selection and prioritization, order scheduling, order fulfilment and delivery, order billing and payment management, and post-sales services.		
<u>Unit 4: E-Commerce Payment Systems and Security</u>		
Electronic Payment System: Special features required in payment systems for E-Commerce. Types of Payment systems include e-cash, and currency servers, E-cheques, credit cards, smart cards, electronic purses, and debit cards. Business issues, economic implications, operational, credit, and legal risks of E-payment systems. Security issues in E-Commerce: Risks, types of threats, security tools, risk-management approach, E-commerce security, and national security policy for E-commerce. Corporate Digital Library and IT Act 2000.		
<u>Unit 5: Additional Aspects of E-commerce</u>		
Business to Business E-Commerce: Need and alternative models of B2B E-Commerce. Technologies, EDI, and paperless trading, EDI architecture, EDI Standards, VANS, Costs of EDI		

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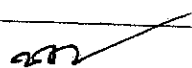
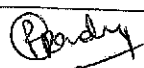
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Infrastructure. Features of EDI service arrangement, Internet-based EDI, and FIP-based messaging. E-Business Workflow management, mass customization, product differentiation, organization restructuring, integrated logistics, and distribution, knowledge management issues, and the role of E-commerce infrastructure. Internet Protocol: Layers and networking, OSI layering and TCP layering, TCP, UDP, IP, DNS, SLIP, and PPP, the emerging scenario in ISP.

Part C-Learning Resources

Text Books/ Reference Books :

- Laudon, Kenneth C. and Carol Guercio Traver (2002) E-commerce: business, technology, society. (New Delhi : Pearson Education).
- Awad, Elias M. (2007), Electronic Commerce: From Vision to Fulfillment (New Delhi : Pearson Education).
- Kalakota, Ravi and Marcia Robinson (2001). Business 2.0: Roadmap for Success (new Delhi : Pearson Education).
- Smith, P.R. and Dave Chaffey (2005), eMarketing eXcellence; The Heart of eBusiness (UK : Elsevier Ltd.)

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7.	Dr. Pooja Panday	Member	
8.	Dr. Sharad Kumar Dewangan	Member	