



SIES (Nerul) College of Arts, Science and Commerce (Autonomous)

MASTER OF COMMERCE (BUSINESS MANAGEMENT)

Sr. No.	Heading	Particulars
1	Title of the course	MASTER OF COMMERCE (BUSINESS MANAGEMENT)
2	Eligibility for admission	Undergraduate Degree
3	Minimum percentage	45%
4	Semesters	I and II
5	Level	PG
6	Pattern	02 years & 04 semesters CBGS
7	To be implemented from	From Academic year 2023-24 in a progressive manner



SIES (Nerul) College of Arts, Science and Commerce (Autonomous)
(Affiliated to University of Mumbai)
RE-ACCREDITED GRADE “A” BY NAAC (3rd CYCLE)

BOARD OF STUDIES
SYLLABUS FOR
MASTER OF COMMERCE (BUSINESS MANAGEMENT)

(WITH EFFECT FROM THE ACADEMIC YEAR 2023-2024)

OBJECTIVES OF THE PROGRAMME:

1. To provide an overview of all the concepts, principles, functions and specialized areas of management
2. To provide detailed knowledge regarding the various business management domains like human resource, finance, marketing, operations to fulfill the industry demand.
3. To provide the students with an in-depth understanding and problem-solving skills to enable them to make strategic decisions.
4. To integrate theories and best practices in management and entrepreneurial aptitude among the students
5. To provide practical industrial exposure to the students to hone their managerial competencies and business acumen make them industry ready

SCHEME OF MODULES

SEMESTER I			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course (DSC)		
1	M23BM1MJ01	04	ENTREPRENEURSHIP MANAGEMENT
2	M23BM1MJ02	04	STRATEGIC MANAGEMENT
3	M23BM1MJ03	04	ADVANCE MICRO-ECONOMICS
4	M23BM1MJ04	02	BUSINESS ETHICS & CSR
II	Major Elective		
1	M23BM1E01	04	ORGANIZATION BEHAVIOUR
III	Research Methodology		
1	M23BM1RM01	04	RESEARCH METHODOLOGY
TOTAL CREDITS		22	

COURSE NAME: ENTREPRENEURSHIP MANAGEMENT

COURSE CODE: M23BM1MJ01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Objectives:

- Entrepreneurship is one of the major focus areas of the discipline of Management. This course introduces Entrepreneurship to budding managers.
- To develop entrepreneurs & to prepare students to take the responsibility of full line of management function of a company with special reference to SME sector.

Sr. No	Syllabus	No. of lectures
01	Module -1- Foundations of Entrepreneurship Development <ul style="list-style-type: none">➤ Foundations of Entrepreneurship Development: Concept and Need of Entrepreneurship Development Definition of Entrepreneur, Entrepreneurship, Significance of growth of entrepreneurial activities Qualities of entrepreneur➤ Theories of Entrepreneurship: X-Efficiency Theory by Leibenstein Theory of Profit by Knight Theory of Social change by Everett Hagen➤ External Influences on Entrepreneurship Development: Socio-Cultural, Political, Economical, Personal. Assistance and incentives for promoting and development of entrepreneurship.	15
02	Module-2 - Types & Classification Of Entrepreneurs <ul style="list-style-type: none">➤ Intrapreneur –Concept and Development of Intrapreneurship➤ Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs, Development of Women Entrepreneurs with reference to Self Help Group➤ Social entrepreneurship–concept, development of Social entrepreneurship in India. Importance and Social responsibility of NGO’s.➤ • Entrepreneurial development Program (EDP)– concept, factor influencing EDP. Option available to Entrepreneur. (Ancillarisation, BPO, Franchise, M&A)	15

03	Module-3 - Entrepreneur Project Development & Business Plan <ul style="list-style-type: none"> ➤ Innovation, Invention, Creativity, Business Idea, Opportunities through change. ➤ Idea generation– Sources-Development of product /idea, ➤ Environmental scanning and SWOT analysis ➤ Creating Entrepreneurial Venture-Entrepreneurship Development Cycle ➤ Elements of Business Plan 	15
04	Module-4 - Venture Development <ul style="list-style-type: none"> ➤ Steps involved in starting of Venture ➤ Institutional support to an entrepreneur ➤ Venture funding, requirements of Capital (Fixed and working) - SEED capital Sources of finance, problem of Venture set-up and prospects ➤ Marketing: Methods, Channel of Marketing, Marketing Institutions and Assistance. ➤ New trends in entrepreneurship- Fin Tech Health Tech and Startup 	15

References:

- *Dynamics of Entrepreneurial Development Management - Vasant Desai, Himalaya Publishing House.*
- *Entrepreneurial Development - S.S. Khanna*
- *Entrepreneurship & Small Business Management - CL Bansal, Haranand Publication*
- *Entrepreneurial Development in India - Sami Uddin, Mittal Publication*
- *Entrepreneur Vs Entrepreneurship- Human Diagno*

COURSE NAME: STRATEGIC MANAGEMENT

COURSE CODE: M23BM1MJ02

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1	To enable the learners to understand new forms of Strategic Management concepts and their use in business.
2	To provide information pertaining to Business, Corporate and Global Reforms.
3	To develop learning and analytical skills of the learners to enable them to solve cases and to provide strategic solutions
4	To acquaint the learners with recent developments and trends in the business corporate world by understanding the strategic management in social enterprises

Course Outcomes:

1	Being able to understand strategic planning and the strategic decisions that companies make.
2	Describe the fundamental ideas, rules, and procedures involved in developing and carrying out strategies.
3	Create innovative solutions by critically analysing and evaluating real-world business challenges from the standpoint of strategic management.
4	Learners will be able to understand how businesses foresee market trends and promptly adapt to shifting circumstances.

Syllabus:

SN	Modules/ Units
1	Introduction to Strategic Management
	<ul style="list-style-type: none">• Concept of Strategic Management, Strategic Management Process, Vision, Mission and Goals, Benefits and Risks of Strategic Management.• Levels of Strategies: Corporate, Business and Operational Level Strategy• Functional Strategies: Human Resource Strategy, Marketing Strategy, Financial Strategy , Operational Strategy• Business Environment: Components of Environment- Micro and Macro and Environmental Scanning
2	Strategy Formulation, Implementation and Evaluation
	<ul style="list-style-type: none">• Strategic Formulation: Stages and Importance, Formulation of Alternative Strategies: Mergers, Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Divestment and Liquidation.• Strategic Analysis and Choice: Issues and Structures, Corporate Portfolio Analysis- SWOT Analysis, BCG Matrix, GE Nine Cell Matrix, Hofer's Matrix,• ETOP- Environmental Threat and Opportunity Profile, Strategic Choice- Factors and Importance.• Strategic Implementation: Steps, Importance and Problems, Resource Allocation- Importance & Challenges• Strategic Evaluation and Control: Importance, Limitations and Techniques• Budgetary Control: Advantages, Limitations
3	Business, Corporate and Global Strategies
	<ul style="list-style-type: none">• Corporate Restructuring Strategies: Concept, Need and Forms, Corporate Renewal Strategies: Concept, Internal and External factors, and Causes.• Strategic Alliance: Concept, Types, Importance, Problems of Indian Strategic Alliances, and International Businesses• Public Private Participation: Importance, Problems and Governing Strategies of PPP Model.• Information Technology Driven Strategies: Importance, Limitations and contribution of IT sector in Indian Business
4	Current Strategic Trends

	<ul style="list-style-type: none"> • Business Process Outsourcing and Knowledge Process Outsourcing in India: Concept and Strategies. Reasons for growing BPO and KPO businesses in India. • Reengineering Business Processes- Business Reengineering, Process Reengineering and Operational Reengineering, Change Management • Disaster Management: Concept, Problems and Consequences of Disasters, Strategies for Managing and Preventing disasters and Cope up Strategies. • Strategic management in Social enterprises: Introduction to social enterprises, Different kinds of social enterprises: not-for profit and profit making, Need and opportunity. • Start-up Business Strategies and Make in India Model: Process of business start-ups and its Challenges, Growth Prospects, and government initiatives in Make in India Model with reference to National manufacturing, Contribution of Make in India Policy in overcoming industrial sickness
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Reference:

- 1) The Art of Strategy: A Game Theorist's Guide to Success in Business and Life by **Avinash K. Dixit and Barry J. Nalebuff**
- 2) "Strategic Marketing Management: Planning, Implementation, and Control" by Colin Gilligan and Richard M S Wilson
- 3) "Strategic Planning and Management in Contemporary Zambia" by James Mulungushi
- 4) "Strategic Human Resource Management: An Indian Perspective" by Anuradha Sharma
- 5) "Strategic Human Resource Management" by Tanuja Agarwala
- 6) "Strategic Project Management (Strategic Success)" by Paul Roberts
- 7) "STRATEGIC MANAGEMENT OF TECHNOLOGY and INNOVATION" by Robert Burgelman and Clayton Christensen
- 8) Solved Scanner CA IPCC Group-II Paper-7 Information Technology and Strategic Management" by Dr Arpita Ghose and Gourab Ghose
- 9) "Information Technology and Strategic Management For CA-IPCE (FIRST)" by CA NIKHIL SINGHAL and Summary Book on ITSM for CA-IPCC/IPCE

COURSE NAME: ADVANCED MICROECONOMICS

COURSE CODE: M23BM1MJ03

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- This course is designed to equip the students with basic tools of economic theory and its practical applications.
- The course aims at familiarising the students with the understanding of the economic aspects of current affairs and thereby prepares them to analyse the market behaviour with economic way of thinking.
- In addition to providing an insight into application of economic principles in business decisions, it also intends to widen analytical ability of the students and to provide them a foundation for further study of economics.
- In order to make the study practical oriented, the paper requires discussion of some cases involving the use of concepts of business economics.

Course Outcomes:

- Students will be able to explain the practical application of basic economic concepts and tools.
- Students will be able to analyze market behavior from an economic perspective.
- Students will be able to apply economic principles analytically for further study.
- Students will be able to examine relevant cases of business economics.

Sr. No	Syllabus	No. of lectures
01	<p>Module I: Basic Principles in Business Economics</p> <p>Meaning and scope of Business Economics - twin principles of scarcity and efficiency; incremental and Marginal principle; profit maximisation principle; market economy and invisible hand; production possibility frontier; Opportunity cost - accounting profit and economic profit; market failure, externality, public goods and economic role of Government</p>	15
02	<p>Module II: Demand and Supply Analysis</p> <ul style="list-style-type: none"> • Determinants of demand - market demand function - theory of attributes, snob appeal, band wagon and Veblen effect and demand function. Law of supply, elasticity of supply • Applications of elasticity of demand and supply to economic issues: Paradox of bumper harvest- tax on price and quantity - minimum floor and maximum ceilings: minimum wages controversy and Administered price control, related numerical problems. • The theory of consumer choice - Consumer preference and budget constraint - equilibrium position of tangency with the help of Indifference curve analysis, effect of changes in price and income on consumer equilibrium 	15
03	<p>Module III: Production decisions and Cost analysis</p> <ul style="list-style-type: none"> • Production function - short run and long run, Isoquants, Law of variable proportion, returns to scale, scale economies, scope economies- least cost factor combination for a given output-Expansion path and Multiproduct firm- cost reduction through experience - learning curve, related case studies. • Economic analysis of Cost: Classification of costs, short run and long run cost functions, related numerical problems. • Break-even Analysis- Concept, Factors influencing break-even point, related numerical problems. 	15

4	<p>Module IV: Market structure analysis</p> <ul style="list-style-type: none"> • Difference between perfectly and imperfectly competitive markets -Perfect competition and Monopoly as limiting cases of market imperfections - Sources of market power - profit maximization of simple and discriminating monopolist methods of measuring monopoly power - Public policy towards monopoly power, related case studies. • Different forms of imperfect competition - Monopolistic competition and Oligopoly - Strategic decision making in oligopoly markets- collusive and non-collusive oligopoly-colliding oligopoly: rivalry among few, price war and kinked demand curve- collusive oligopoly models of price leadership and cartel - basic concepts of game theory - Using Game theory to analyze strategic decisions - application of model of prisoner's dilemma in market decisions, related case studies. 	15
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REFERENCES:

- 1) Salvatore, D.: Managerial Economics in a global economy (Thomson South Western Singapore, 2001)
- 2) Frank Robert.H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill (ed.3)
- 3) Gregory Mankiw., Principles of Economics, Thomson South western (2002 reprint)
- 4) Samuelson & Nordhas.: Economics (Tata McGraw Hills, New Delhi, 2002)
- 5) Hirschey .M., Managerial Economics, Thomson South western (2003)
- 6) Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S. Chand & Sons, N. Delhi, 2000)
- 7) Koutsyiannis, A., Modern Microeconomics, Macmillan Press Ltd (1998 Reprint).
- 8) Varian, Micro-Economic Analysis (ed. 3), Norton, 1992.
- 9) Dean, Joel: Managerial Economics (Prentice Hall of India, N. Delhi, 2002)
- 10) Gupta, G.S.: Managerial Economics (Tata McGraw Hill, N. Delhi, 1997)
- 11) Sen Anindya, Micro -Economics: Theory and Applications, Oxford University Press, New Delhi, 199

COURSE NAME: BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY**COURSE CODE: M23BM1MJ04****COURSE CREDIT: 02****1 credit - 15 lectures****1 lecture is 60 minutes****Course Objectives:**

- To familiarize the learners with the concept and relevance of Business Ethics in the modern era.
- To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context.

Course Outcomes:

- Students will be able to understand business ethics and analyze corporate social responsibility.
- The learner will be able to evaluate various corporate governance ethics codes.

Sr. No	Syllabus	No. of lectures
01	Introduction to Business Ethics and Corporate Governance Business Ethics – Concept, Characteristics, Importance and Need for business ethics, Sources of Ethics, Various approaches to Business Ethics Gandhian Approach in Management and Trusteeship, importance and relevance of trusteeship principle in Modern Business, Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents. Corporate Governance: Concept, Importance, Principles of Corporate Governance, Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Audit Committee, Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards.	15
02	Introduction to Corporate Social Responsibility Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society CSR and Indian Corporations- Legal Provisions and Specification on CSR, A Score Card, Future of CSR in India. Role of NGO's and International Agencies in CSR, Integrating CSR into Business CSR towards Stakeholders-- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society. CSR and environmental concerns. Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR Global Recognitions of CSR- ISO- 14000-SA 8000 – AA 1000 – Codes formulated by UN Global Compact – UNDP, Global Reporting Initiative; major	15

	<p>codes on CSR. CSR and Sustainable Development, CSR through Triple Bottom Line in Business</p>	
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References:

- Sharma J.P ‘ Corporate Governance, business ethics and CSR, Ane Books Pvt Ltd, New Delhi
- S.K.Bhatia, Business Ethics and Corporate Governance
- William Shaw, Business Ethics, Wordsworth Publishing Company, International Thomson Publishing Company.
 - Corporate Crimes and Financial Frauds, Dr. Sumit Sharma, New Delhi India
 - R.C. Sekhar, Ethical choices in Business, Sage Publications, New Delhi
- Business Ethics, Andrew Crane and Dirk Matten, Oxford University Press.
- Business Ethics, Text and Cases, C.S.V. Murthy, Himalaya Publication House.
- Mallin, Christine A. Corporate Governance (Indian Edition) Oxford University press. New Delhi
- Philip Kotler and Nancy Lee, CSR : doing the most good for Company and your cause , Wiley 2005
 - Beeslory, Michel and Evens, CSR , Taylor and Francis, 1978
 - Subhabrata Bobby Banerjee, CSR: the good, the bad and the ugly. Edward Elgar Publishing 2007
- Joseph A. Petrick and John F. Quinn, Management Ethics- Integrity at work , Sage Publication , 1997
 - Francesco Perrini, Stefano and AntanioTencati, Developing CSR- A European Perspective , Edward Elgar.

COURSE NAME: ORGANIZATION BEHAVIOUR

COURSE CODE: M23BM1E01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture- 60 minutes

Objectives

- To help the students to develop cognizance of the importance of human behaviour.
- To enable students to describe how people behave under different conditions and understand why people behave as they do.
- To provide the students to analyze specific strategic human resources demands for future action.
- To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behaviour and improve results.

Sr. No	Syllabus	No. of lectures
01	Module -1- Understanding Organizational Behaviour <ul style="list-style-type: none">➤ Understanding Organizational Behaviour: Definition, Goals, Focus and Fundamentals of OB➤ Concepts of OB and Inter-disciplinary approach of OB➤ A Basic Model of OB: Emerging Trends.	15
02	Module-2 - Foundation of Individual Behaviour <ul style="list-style-type: none">➤ Factors affecting Individual behaviour- Personal, Psychological, Organization System, Environmental.➤ Personality & Perception – Nature of personality, Determinants of personality, Personality Traits., Factors Influencing Perception, Managing perception Process, Perception and OB➤ Attitude – Nature, components, work related attitudes, Barriers to attitudinal Change, Measures to attitudinal change.	15
03	Module-3 - Group Dynamics and Behaviour <ul style="list-style-type: none">➤ Group – Types of groups, Stages of Group Development, Group Decision making – Advantages and Problems.➤ Work place behaviour – Determinants of Group Behaviour, Power and Politics – Sources of Power, Types of Organizational politics.➤ Conflict – Levels of Conflict, Strategies for resolving	15

	Conflict, and Guidelines for effective negotiation.	
04	Module-4 - Emerging Challenges <ul style="list-style-type: none"> ➤ Stress Management – Sources, Effects, Strategies, Stress and Performance. ➤ Organization culture – Cultural Dimensions, Creating Organizational Culture, Maintaining Organizational Culture. ➤ Workforce Diversity – Concept, Managing Diversity effectively, Ethical Behaviour in workplace, Managing Ethics at work place. 	15

References:

- Luthans, Fred (2002) Organization Behaviour (9th ed), McGraw Hill, India.
- Mishra M.N. (2001) Organizational Behaviour, Vikas Publishing House Pvt. Ltd., New Delhi.
- Newstrom W. John, Davis Keith (1996) Organization Behaviour, McGraw Hill, India.
- Robbins S.P. (1999) Organizational Behaviour, concepts, controversies and applications, Prentice- Hall, New Delhi.
- Sharma R.A. (1982) Organization Theory and Behaviour, Tata McGraw-Hill, India.
- Andre, R. (2009) Organizational Behaviour, Pearson, India.
- Chadha, N.K. (2010) Perspectives in Organizational Behaviour.
- Rao, V.S.P. (2009) Organizational Behaviour, Excel Books, India.

COURSE NAME: RESEARCH METHODOLOGY

COURSE CODE: M23BM1RM01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To enhance the abilities of learners to undertake research in business & social sciences.
- To enable the learners to understand, develop and apply the fundamental skills in formulating research problems.
- To enable the learners in understanding and developing the most appropriate methodology for their research
- To make the learners familiar with the basic statistical tools and techniques applicable for research

Course Outcomes:

- To understand Meaning of Research, identification, and formulation of research problem.
- To Create Hypothesis and testing and understand the research design.
- To understand the different sampling methods and to identify methods of Data collection.
- To apply Report writing and drafting of report.

Sr. No	Syllabus	No. of lectures
01	Introduction to Research <ul style="list-style-type: none">• Features and Importance of research, Objectives and Types of research-Basic, Applied, Descriptive, Analytical and Empirical Research.• Formulation of research problem, Research Design, significance of Review of Literature• Hypothesis: Formulation, Sources, Importance and Types• Sampling: Significance, Methods, Factors determining sample size	15
02	Research Process <ul style="list-style-type: none">• Stages in Research process• Data Collection: Primary data: Observation, Experimentation, Interview, Schedules, Survey,• Limitations of Primary data• Secondary data: Sources and Limitations,• Factors affecting the choice of method of data collection.• Questionnaire: Types, Steps in Questionnaire Designing, Essentials of a good questionnaire	15
03	Data Processing and Statistical Analysis <ul style="list-style-type: none">• Data Processing: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation, Numerical.• Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and	15

	Regression Analysis, Numericals. <ul style="list-style-type: none"> • Testing of Hypotheses – Parametric Test-t test, f test, z test, Non-Parametric Test -Chi square test, ANOVA, Factor Analysis, Numericals. • Interpretation of data: significance and Precautions in data interpretation 	
04	Research Reporting and Modern Practices in Research <ul style="list-style-type: none"> • Research Report Writing: Importance, Essentials, Structure/ layout, Types • References and Citation Methods: APA (American Psychological Association), CMS (Chicago Manual Style), MLA (Modern Language Association) • Footnotes and Bibliography • Modern Practices: Ethical Norms in Research, Plagiarism, Role of Computers in Research 	15

References:

- Kothari CR, Research Methodology- Methods and Techniques, New Wiley Ltd., 2009
- Research Methodology – Text and Cases with SPSS Applications, by Dr S.L. Gupta and Hitesh Gupta, International Book House Pvt Ltd
- Business Research Methodology by T N Srivastava and Shailaja Rego, Tata Mcgraw Hill Education, Private Limited, New Delhi
- Methodology of Research in Social Sciences, by O.R. Krishnaswami, Himalaya Publishing House
- Research Methodology by Dr Vijay Upagude and Dr Arvind Shende
- Business Statistics by Dr S. K Khandelwal, International Book House Pvt Ltd
- Quantitative Techniques by Dr S. K Khandelwal, International Book House Pvt Ltd
- SPSS 17.0 for Researchers by Dr S.L Gupta and Hitesh Gupta, 2nd edition, Dr S. K Khandelwal, International Book House Pvt Ltd
- Foundations of Social Research and Econometrics Techniques by S.C. Srivastava, Himalaya publishing House
- Statistical Analysis with Business and Economics Applications, Hold Rinehart & Wrintston, 2nd Edition, New York
- Business Research Methods, Clover, Vernon T and Balsely, Howard L, Colombus O. Grid, Inc
- Business Research Methods, Emary C. Willima, Richard D. Irwin In. Homewood
- Research Methods in Economics and Business by R. Gerber and P.J. Verdoom, The Macmillan Company, New York
- Research and Methodology in Accounting and Financial Management, J.K Curtis
- Statistics for Management and Economics, by Menden Hall and Veracity, Reinmuth J.E



SIES (Nerul) College of Arts, Science and Commerce (Autonomous) Syllabus for Approval

MASTER OF COMMERCE (BUSINESS MANAGEMENT)

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1	Title of the course	MASTER OF COMMERCE (BUSINESS MANAGEMENT)
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3	Minimum percentage	45%
4	Semesters	I and II
5	Level	PG
6	Pattern	02 years & 04 semesters CBGS
7	To be implemented from	From Academic year 2023-24 in a progressive manner

Dated:

Signature

Dr. Koel Roychoudhury
AC Chairperson

Mr. Chaitanya Songirkar
Head of the Department

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SIES (Nerul) College of Arts, Science and Commerce (Autonomous)
(Affiliated to University of Mumbai)
RE-ACCREDITED GRADE “A” BY NAAC (3rd CYCLE)

BOARD OF STUDIES
SYLLABUS FOR
MASTER OF COMMERCE (BUSINESS MANAGEMENT)

(WITH EFFECT FROM THE ACADEMIC YEAR 2023-2024)

OBJECTIVES OF THE PROGRAMME:

1. To provide an overview of all the concepts, principles, functions and specialized areas of management
2. To provide detailed knowledge regarding the various business management domains like human resources, finance, marketing, and operations to fulfill the industry demand.
3. To provide the students with an in-depth understanding and problem-solving skills to enable them to make strategic decisions.
4. To integrate theories and best practices in management and entrepreneurial aptitude among the students
5. To provide practical industrial exposure to the students to hone their managerial competencies and business acumen, and make them industry-ready

OUTCOME OF THE PROGRAMME:

After Completing Masters in Commerce students are able to

1. Develop an ability to apply knowledge acquired in problem solving.
2. Ability to work in teams with enhanced interpersonal skills and communication.
3. Ability to start their own business.
4. The students can work in different domains like Accounting, Taxation, HRM, Banking and Administration
5. To develop team work, leadership and managerial and administrative skills.

SCHEME OF MODULES

SEMESTER II			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course (DSC)		
1	M23BM2MJ01	04	CUSTOMER RELATIONSHIP MANAGEMENT
2	M23BM2MJ02	04	ADVANCE MICRO-ECONOMICS
3	M23BM2MJ03	04	HUMAN RESOURCE MANAGEMENT
4	M23BM2MJ04	02	BUSINESS LOGISTICS
II	Major Elective		
1	M23BM2E01	04	E-COMMERCE
III	Research Methodology		
1	M23BM2OJTFP01	04	OJT / FP
TOTAL CREDITS		22	

CUSTOMER RELATIONSHIP MANAGEMENT

COURSE CODE: M23BM2MJ01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Objectives:

- To understand the concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management
- To provide insight into CRM marketing initiatives, customer service, and designing CRM strategy
- To understand new trends in CRM, challenges, and opportunities for organizations

Outcome:

- Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.
- Implement how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organizational goals.
- Implement various technological tools for data mining and also successful implementation of CRM in the Organizations
- Design customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organizations

Sr. No	Syllabus	No. of lectures
01	<p>Module -1- Introduction to Customer Relationship Management</p> <ul style="list-style-type: none"> ➤ Concept, Evolution of Customer Relationships: Customers as strangers, acquaintances, friends and partners ➤ Objectives, Benefits of CRM to Customers and Organisations, Customer Profitability Segments, Components of CRM: Information, Process, Technology and People, Barriers to CRM ➤ Relationship Marketing and CRM: Relationship Development Strategies: Organizational Pervasive Approach, Managing Customer Emotions, Brand Building through Relationship Marketing, Service Level Agreements, Relationship Challenges 	15
02	<p>Module-2 - CRM Marketing Initiatives, Customer Service and Data Management</p> <ul style="list-style-type: none"> ➤ CRM Marketing Initiatives: Cross-Selling and Up-Selling, Customer Retention, Behaviour Prediction, Customer Profitability and Value Modelling, Channel Optimization, Personalization and Event-Based Marketing ➤ CRM and Customer Service: Call Center and Customer Care: Call Routing, Contact Center Sales-Support, Web Based Self Service, Customer Satisfaction Measurement, Call-Scripting, Cyber Agents and Workforce Management ➤ CRM and Data Management: Types of Data: Reference Data, Transactional Data, Warehouse Data and Business View Data, Identifying Data Quality Issues, Planning and Getting Information Quality, Using Tools to Manage Data, Types of Data Analysis: Online Analytical Processing (OLAP), Clickstream Analysis, Personalisation and Collaborative Filtering, Data Reporting 	15

03	<p>Module-3 - CRM Strategy, Planning, Implementation and Evaluation</p> <ul style="list-style-type: none"> ➤ Understanding Customers: Customer Value, Customer Care, Company Profit Chain: Satisfaction, Loyalty, Retention and Profits ➤ Objectives of CRM Strategy, The CRM Strategy Cycle: Acquisition, Retention and Win Back, Complexities of CRM Strategy ➤ Planning and Implementation of CRM: Business to Business CRM, Sales and CRM, Sales Force Automation, Sales Process/ Activity Management, Sales Territory Management, Contact Management, Lead Management, Configuration Support, Knowledge Management CRM Implementation: Steps- Business Planning, Architecture and Design, Technology Selection, Development, Delivery and Measurement ➤ CRM Evaluation: Basic Measures: Service Quality, Customer Satisfaction and Loyalty, Company 3E Measures: Efficiency, Effectiveness and Employee Change 	15
04	<p>Module-4 - CRM New Horizons</p> <ul style="list-style-type: none"> ➤ e-CRM: Concept, Different Levels of E- CRM, Privacy in E-CRM: ➤ Software App for Customer Service: Activity Management, Agent Management, Case Assignment, Contract Management, Customer Self Service, Email Response Management, Escalation, Inbound Communication Management, Invoicing, Outbound Communication Management, Queuing and Routing, Scheduling ➤ Social Networking and CRM ➤ Mobile-CRM ➤ CRM Trends, Challenges and Opportunities ➤ Ethical Issues in CRM 	15

References:

- Baran Roger J. & Robert J. Galka (2014), *Customer Relationship Management: The Foundation of Contemporary Marketing Strategy*, Routledge Taylor & Francis Group.
- Andersson Kristin and Carol Kerr (2002), *Customer Relationship Management*, Tata McGraw-Hill.
- Ed Peelen, *Customer Relationship Management*, Pearson Education
- Bhasin Jaspreet Kaur (2012), *Customer Relationship Management*, Dreamtech Press.
- Judith W. Kincaid (2006), *Customer Relationship Management Getting it Right*, Pearson Education.
- Jill Dyché (2007), *The CRM Handbook: A Business Guide to Customer Relationship Management*, Pearson Education.
- Valarie A Zeithmal, Mary Jo Bitner, Dwayne D Gremler and Ajay Pandit (2010), *Services Marketing Integrating Customer Focus Across the Firm*, Tata McGraw Hill.

· *Urvashi Makkar and Harinder Kumar Makkar (2013), CRM Customer Relationship Management, McGraw Hill Education.*

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each	20
Q.1 Multiple choice Questions/True or False - 10 Marks	
Q.2. Attempt 2 questions out of 3 questions (5 marks each) 10 Marks	
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	15
Class Participation	5
Total	40

B) Semester end examination 60 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15 Marks
Q.2 15 marks OR 15 marks	15 Marks
Q.3 15 marks OR 15 marks	15 Marks
Q.4 15 marks OR 15 marks	15 Marks
Total	60
Note: Q.1, 2 and 3 - 15 marks question may be divided into sub questions of 7 and 8 or 10 and 5, if required. Q.4 May include theory (short notes) (Any 3 out of 5) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

ADVANCE MACRO-ECONOMICS

COURSE CODE: M23BM2MJ02

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture- 60 minutes

Course Objectives:

- To orient learners with the concepts of National income and Human Development.
- To familiarize learners with the interaction of Aggregate Demand and Aggregate supply functions and the trade-off between inflation and unemployment.
- To introduce learners to the economic policy implications of the IS-LM framework.
- To analyze the international aspects of Macroeconomic policy.

Course Outcomes:

- Learners will be able to explain the concepts related to national income and Human Development.
- Learners will be able to discuss the Keynesian concepts of Aggregate Demand and Aggregate supply functions and the trade-off between inflation and unemployment.
- Learners will be able to evaluate the economic policy implications of the IS-LM framework.
- Students will be able to apply the principles of macroeconomics in the context of international economy.

Sr.No	Syllabus	No. of lectures
01	<p>Module I: Aggregate Income and its Dimensions</p> <ul style="list-style-type: none"> Aggregate Income and its dimensions: National income aggregates - and measurement; - GNP, GDP, NDP, Real and nominal income concepts Measures of inflation and price indices - GDP deflator, - Nominal and real interest rates- PPP income and HDI <p>Related case studies.</p>	15
02	<p>Module II: Keynesian concepts of Aggregate Demand (ADF), Aggregate Supply (ASF)</p> <ul style="list-style-type: none"> Keynesian concepts of Aggregate Demand (ADF), Aggregate Supply (ASF), Interaction of ADF and ASF and determination of real income; Inflationary gap Policy trade- off between Inflation and unemployment – Phillips’ curve – short run and long run <p>Related case studies.</p>	15
03	<p>Module III: Economic Policy Implications in the IS-LM framework</p> <ul style="list-style-type: none"> The IS-LM model: Equilibrium in goods and money market; Monetary and real influences on IS-LM curves, Economic fluctuations and Stabilisation policies in ISLM framework - Transmission mechanism and the crowding out effect; composition of output and policy mix, IS-LM in India <p>Related case studies.</p>	15
04	<p>Module IV: International Aspects of Macroeconomic Policy</p> <ul style="list-style-type: none"> International aspects of Macroeconomic policy: Balance of payments disequilibrium of an open economy - corrective policy measures - Expenditure changing policies and expenditure switching policies BOP adjustments through monetary and fiscal policies -The Mundell-Fleming model - Devaluation, revaluation as expenditure switching policies - effectiveness of devaluation and J - curve effect <p>Related case studies.</p>	15

REFERENCES:

- 1) Dornbusch. R, Fisher.S., Macroeconomics, Tata McGraw-Hill 9th edition
- 2) D’Souza Errol., Macroeconomics, Pearson Education 2008
- 3) Gupta G.S., Macroeconomics Theory and Applications, Tata McGraw-Hill, New Delhi 2001
- 4) Dwivedi D.N., Macroeconomics theory and policy, Tata McGraw-Hill, New Delhi 2001

- 5) Jhingan, M.L., Principles of Economics — Vrinda Publications (P) Ltd.
- 6) Shapiro, E (1996), Macro-Economic Analysis , Galgotia Publication, New Delhi.
- 7) Vaish .M.C. (2010) Macro Economic Theory 14th edition, Vikas Publishing House(P)Ltd

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e.40marks
- Semester end examination 60% i.e.60marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each Multiple choice Questions/True or False - 20 Marks	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks

PAPER PATTERN

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks OR 15 marks	15
Total	60
Note: Q.1, 2, 3 and 4 - 15 marks question may be divided into sub questions if required.	

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

HUMAN RESOURCE MANAGEMENT

COURSE CODE: M23BM2MJ03

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To study the value and importance of human resources in an organization
- Appreciate the need for a dedicated department to manage human resources
- Analyse the ways and means of hiring, developing and appraising human resources
- Apply information technology in HRM

Course Objectives:

- Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM
- Demonstrate competence in development and problem-solving in the area of HR Management
- Provide innovative solutions to problems in the fields of HRM
- Be able to identify and appreciate the significance of the ethical issues in HR

Sr. No	Syllabus	No. of lectures
01	<p>Module -1- Human Resource Management (HRM) –</p> <p>Concept, Traditional HRM v/s Strategic HRM , Objectives of HRM, Organisation Structure of HRM Department – Changing Role of H.R. Manager.</p> <p>Human Resource Planning -</p> <p>Concept, Factors affecting HRP, Information Management in HRP – HRIS (Human Resource Information System), Job Analysis, Psychological and Behavioural Issues in HRP. Human Resource Planning , Role of HRP- Factors affecting HRP , Steps in HRP , , Psychological and Behavioural Issues in HRP</p>	15

02	<p>Module-2 - Recruitment and Selection</p> <p>Job Analysis-Process-Tools and Techniques , Purpose, Importance and Sources of Recruitment-Factors governing recruitment process Tools of selection and Selection Process Inducting and Placing the new recruits , Role of recruitment agencies, E- recruitments and selection</p>	15
03	<p>Module-3 - Training and Development -</p> <p>Designing of the effective training programme Evaluation of the effective training programme, Challenges before trainers, Management Development Programme – Techniques</p> <p>Talent Management –</p> <p>Concept , Importance, Process, Talent Management and VUCA Environment(Volatility, Uncertainty, Complexity, Ambiguity), H.R. Practices at Global level</p>	15
04	<p>Module-4 - Appraising and Managing Performance -</p> <p>Introduction-definition, objectives, need and importance of Performance Appraisal , Process of Performance Appraisal , Traditional and Modern Techniques of Performance Appraisal- d) Limitations of Performance Appraisal , Ethical aspects in Performance Appraisal, Role of HRIS in performance management</p> <p>Career Advancement and Succession Planning -</p> <p>Self-Development , Mechanism and Knowledge enrichment, Managing Promotion and Transfers, Managing dismissal, Succession Planning- Problems and Issues, Culture as a factor in Succession Planning.</p>	15

References:

- *Human Resource Management by K.Ashwathappa*

- *Management of Human Resource (A Behavioural approach to personnel) by Darovedo R.S.*
- *Personnel Management (Management of Human Resources) by Dr. C.B. Mamoria*
- *Hand book of Human Resource Management by Nadley Leonard, John*

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- **Internal assessment 40% i.e. 40 marks**
- **Semester end examination 60% i.e. 60 marks**

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each	20
Q.1 Multiple choice Questions/True or False - 10 Marks	
Q.2. Attempt 2 questions out of 3 questions (5 marks each) 10 Marks	
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	15
Class Participation	5
Total	40

B) Semester end examination 60 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15 Marks
Q.2 15 marks OR 15 marks	15 Marks
Q.3 15 marks OR 15 marks	15 Marks
Q.4 15 marks OR 15 marks	15 Marks
Total	60

Note:

Q.1, 2 and 3 - 15 marks question may be divided into sub questions of 7 and 8 or 10 and 5, if required.

Q.4 May include theory (short notes) (Any 3 out of 5) /Case Study in one of the options.

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

BUSINESS LOGISTICS

COURSE CODE: M23BM2MJ04

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

- To provide students with basic understanding of concepts of business logistics
- To introduce students to the key activities performed by the logistics function.
- To provide an insight in to the logistics infrastructure

Course Outcomes:

- Students will be able to understand fundamental concepts of business logistics
- Students will be able to acquire functional knowledge of logistics department
- Students will be able to understand the use of available logistical infrastructure for business logistics

Sr. No	Syllabus	No. of lectures
01	<p>Module -1 Overview of Logistics and Supply Chain Management</p> <p>Introduction to Logistics Management : Meaning, Basic Concepts of Logistics- Logistical Performance Cycle, Inbound Logistics, Inprocess Logistics, Outbound Logistics, Logistical Competency, Integrated Logistics , Reverse Logistics and Green Logistics Objectives of Logistics, Importance of Logistics, Scope of Logistics, Logistical Functions/Logistic Mix, Changing Logistics Environment</p> <p>Elements of Logistics Mix</p> <p>a) Transportation : Introduction, Principles of Transportation, Factors Influencing Transportation Decisions, Intermodal Transportation</p> <p>b) Warehousing : Introduction, Warehouse Functionality, Benefits of Warehousing, Warehouse Operating Principles, Types of Warehouses, Warehousing Strategies</p> <p>c) Packaging : Introduction, Objectives of Packaging, Functions/Benefits of Packaging, Design Considerations in Packaging, Types of Packaging Material, Packaging Costs</p>	15
02	<p>Module-2 -</p> <p>Inventory Management : Meaning, Objectives, Functions, Importance, Techniques of Inventory Management (Numericals - EOQ and Reorder levels)</p> <p>Materials Handling : Meaning, Objectives, Principles of Materials Handling, Equipments used for Materials Handling, Factors affecting Materials Handling Equipments</p> <p>Modern Logistics Infrastructure : Golden Quadrilateral, Logistics Parks, Deep Water Ports, Dedicated Freight Corridor, Inland Container Depots/Container Freight Stations, Maritime Logistics, Double Stack Containers/Unit Trains</p>	15

References:

- *Donald J. Bowersox & David J Closs, Logistical Management-The Integrated Supply Chain Process, McGraw Hill Education*
- *Vinod Sople, Logistic Management - The Supply Chain Imperative*
- *Martin Christopher, Logistics & Supply Chain Management - Strategies for Reducing Cost & Improving Services*
- *David Simchi Levi, Philip Kaminshy, Edith Simchi Levi, Designing & Managing the Supply Chain - Concepts, Strategies and Case Studies Logistics*

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 20 marks
- Semester end examination 60% i.e. 30 marks

(A) Internal Assessment 20 marks

Description	Marks
Internal tests of 10 marks each Q.1 Multiple choice Questions/True or False - 5 Marks Q.2. Attempt 1 questions out of 3 questions (5 marks each) 5 Marks	10
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	5
Class Participation	5
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 30	
Q.1 10 marks OR 10 marks	10 Marks
Q.2 10 marks OR 10 marks	10 Marks
Q.3 10 marks OR 10 marks	10 Marks
Total	30
Note: Q.1 and 2 - 10 marks question may be divided into sub questions of 5 and 5, if required. Q.3 May include theory (short notes) (Any 2 out of 3) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.

E-COMMERCE

COURSE CODE: M23BM2E01

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Objectives:

- To provide an analytical framework to understand the emerging world of ecommerce
- To make the learners familiar with current challenges and issues in ecommerce
- To develop the understanding of the learners towards various business models
- To enable learners' to understand the Web- based Commerce and equip them to assess e-commerce requirements of a business
- To develop understanding of learners relating to Legal and Regulatory Environment and Security issues of E-commerce

Outcome:

- To provide adequate knowledge and understanding about E-Com practices to the students.
- Enable the students to understand different E-Commerce business models
- Students will learn the Concept of E CRM and its application
- Students will have an understanding of different E-payment systems used by E-commerce businesses
- Students will be acquainted to the different legal and regulatory bodies governing E-commerce businesses in India

Sr. No	Syllabus	No. of lectures
01	Module -1 Introduction to Electronic Commerce –Evolution and Models - Evolution of E-Commerce-Introduction, History/Evolution of Electronic Commerce, Roadmap of E-Commerce in India, Main activities, Functions and Scope of ECommerce. • Benefits and Challenges of E-Commerce, E-Commerce Business Strategies for Marketing, Sales and Promotions. • Business Models of E-Commerce-Characteristics of Business to Business(B2B), Business to Consumers (B2C), Business to Government (B2G) • Concepts of other models of E-commerce. • Business to Consumer E-Commerce process, Business to Business E-Commerce- Need and Importance, alternative models of B2B E-Commerce. • E-Commerce Sales Product Life Cycle (ESLC) Model	15

02	<p>Module-2 World Wide Web and E-enterprise • World Wide Web-Reasons for building own website, Benefits of Website, Registering a Domain Name, Role of web site in B2C E-commerce; push and pull approaches; Web site design principles. • EDI and paperless trading; Pros & Cons of EDI; Related new technologies use in Ecommerce. • Applications of E-commerce and E-enterprise - Applications to Customer Relationship Management- Types of E-CRM, Functional Components of E-CRM. • Managing the E-enterprise-Introduction, Managing the E-enterprise, Comparison between Conventional and E-organisation, Organisation of Business in an E-enterprise, Benefits and Limitations of E- enterprise</p>	15
03	<p>Module-3 E-marketing and Electronic Payment System E-Marketing-Scope and Techniques of E-Marketing, Traditional web promotion; Web counters; Web advertisements, Role of Social media. • E-Commerce Customer Strategies for Purchasing and support activities, Planning for Electronic Commerce and its initiates, The pros and cons of online shopping, Justify an Internet business. • Electronic Payment System-Characteristics of E-payment system, SET Protocol for credit card payment, prepaid e-payment service, post-paid E-payment system, Types of payment systems. • Operational, credit and legal risks of E-payment system, Risk management options for E-payment systems, Set standards / principles for E-payment</p>	15
04	<p>Module-4 Legal and Regulatory Environment and Security issues of E-commerce • Introduction to Cyber Laws-World Scenario, Cyber-crime& Laws in India and their limitations, Hacking, Web Vandals, E-mail Abuse, Software Piracy and Patents. • Taxation Issues, Protection of Cyber Consumers in India and CPA 1986, Importance of Electronic Records as Evidence. • Security Issues in E-Commerce- Risk management approach to Ecommerce Security - Types and sources of threats, Protecting electronic commerce assets and intellectual property. • Security Tools, Client server network security, Electronic signature, Encryption and concepts of public and private key infrastructure</p>	15

References:

- • *Laudon, Kenneth C. and Carol Guercio Traver (2002) E-commerce: business, technology, society. (New Delhi : Pearson Educatin).*
- • *Awad, Elias M. (2007), Electronic Commerce: From Vision to Fulfillment (NewDelhi : Pearson Education).*
- • *Kalakota, Ravi and Marcia Robinson (2001). Business 2.0: Roadmap for Success (newDelhi : Pearson Education).*

- • *Smith, P.R. and Dave Chaffey (2005), eMarketing eXcellence; The Heart of eBusiness (UK : Elsevier Ltd.)*
- • *Vivek Sood Cyber Laws Simplified-TMH (2001)*
- • *Vakul Sharma Handbook of cyber Laws-Macmillan (2002)*
- • *Sundeeep Oberol e Security and you-TMH (2001)*
- • *Greenstein & Feinman Electronic Commerce-Security, Risk Mgt and Control-TMH (2000)*
- • *Adam Nabli R. (Editor) Electronic Commerce: Technical Business and Legal Issues.*
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- • *Bharat Bhasker, Electronic Commerce – Frame work technologies and Applications, 3rd Edition- Tata McGrawHill Publications, 2008.*
- • *Kamlesh K.Bajaj and Debjani Nag, Ecommerce- the cutting edge of Business, Tata McGrawHill Publications, 2008*
- • *Kalakota et al, Frontiers of Electronic Commerce, Addison Wesley, 2004*
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- • *Web Technology : Ramesh Bangia*
- • *HTML – The complete Reference :*
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- • *Pandey, Srivastava and Shukla, E-Commerce and its Application, S. Chand*
- • *P.T. Joseph, Electronic Commerce – An Indian Perspective, P.H.I*
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- • *IJECS International journal of Electronic Ecommerce StudiesISSN 2073-9729<http://ijecs.academicpublication.org/>*
- • *Electronic Commerce Research and Applications ISSN: 1567-4223Editor-in-Chief: Robert Kauffman(<http://www.journals.elsevier.com/electronic-commerce-research-and-applications>)*
- • *Journal of Electronic Commerce Research (JECR) ISSN: 1526-6133 (Online) 1938-9027 (Print) (http://web.csulb.edu/journals/jecr/a_j.htm)*

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each	20
Q.1 Multiple choice Questions/True or False - 10 Marks	
Q.2. Attempt 2 questions out of 3 questions (5 marks each) 10 Marks	
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precis Writing. (Any one of these)	15
Class Participation	5
Total	40

B) Semester end examination 60 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15 Marks
Q.2 15 marks OR 15 marks	15 Marks
Q.3 15 marks OR 15 marks	15 Marks
Q.4 15 marks OR 15 marks	15 Marks
Total	60
Note: Q.1, 2 and 3 - 15 marks question may be divided into sub questions of 7 and 8 or 10 and 5, if required. Q.4 May include theory (short notes) (Any 3 out of 5) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

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E-COMMERCE

COURSE CODE: M23AA2E02

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Objectives:

- To provide an analytical framework to understand the emerging world of ecommerce
- To make the learners familiar with current challenges and issues in ecommerce
- To develop the understanding of the learners towards various business models
- To enable learners' to understand the Web- based Commerce and equip them to assess e-commerce requirements of a business
- To develop understanding of learners relating to Legal and Regulatory Environment and Security issues of E-commerce

Outcome:

- To provide adequate knowledge and understanding about E-Com practices to the students.
- Enable the students to understand different E-Commerce business models
- Students will learn the Concept of E CRM and its application
- Students will have an understanding of different E-payment systems used by E-commerce businesses
- Students will be acquainted to the different legal and regulatory bodies governing E-commerce businesses in India

Sr. No	Syllabus	No. of lectures
01	<p>Module -1 Introduction to Electronic Commerce –Evolution and Models - Evolution of E-Commerce-Introduction, History/Evolution of Electronic Commerce, Roadmap of E-Commerce in India, Main activities, Functions and Scope of ECommerce. • Benefits and Challenges of E-Commerce, E-Commerce Business Strategies for Marketing, Sales and Promotions. • Business Models of E-Commerce-Characteristics of Business to Business(B2B), Business to Consumers (B2C), Business to Government (B2G) • Concepts of other models of E-commerce. • Business to Consumer E-Commerce process, Business to Business E-Commerce- Need and Importance, alternative models of B2B E-Commerce. • E-Commerce Sales Product Life Cycle (ESLC) Model</p>	15
02	<p>Module-2 World Wide Web and E-enterprise • World Wide Web-Reasons for building own website, Benefits of Website, Registering a Domain Name, Role of web site in B2C E-commerce; push and pull approaches; Web site design principles. • EDI and paperless trading; Pros & Cons of EDI; Related new technologies use in Ecommerce. • Applications of E-commerce and E-enterprise - Applications to Customer Relationship Management- Types of E-CRM, Functional Components of E-CRM. • Managing the E-enterprise-Introduction, Managing the E-enterprise, Comparison between Conventional and E-organisation, Organisation of Business in an E-enterprise, Benefits and Limitations of E- enterprise</p>	15
03	<p>Module-3 E-marketing and Electronic Payment System E-Marketing-Scope and Techniques of E-Marketing, Traditional web promotion; Web counters; Web advertisements, Role of Social media. • E-Commerce Customer Strategies for Purchasing and support activities, Planning for Electronic Commerce and its initiates, The pros and cons of online shopping, Justify an Internet business. • Electronic Payment System-Characteristics of E-payment system, SET Protocol for credit card payment, prepaid e-payment service, post-paid E-payment system, Types of payment systems. • Operational, credit and legal risks of E-payment system, Risk management options for E-payment systems, Set standards / principles for E-payment</p>	15

04	<p>Module-4 Legal and Regulatory Environment and Security issues of E-commerce • Introduction to Cyber Laws-World Scenario, Cyber-crime& Laws in India and their limitations, Hacking, Web Vandals, E-mail Abuse, Software Piracy and Patents. • Taxation Issues, Protection of Cyber Consumers in India and CPA 1986, Importance of Electronic Records as Evidence. • Security Issues in E-Commerce- Risk management approach to Ecommerce Security - Types and sources of threats, Protecting electronic commerce assets and intellectual property. • Security Tools, Client server network security, Electronic signature, Encryption and concepts of public and private key infrastructure</p>	15
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- • *Kalakota, Ravi and Marcia Robinson (2001). Business 2.0: Roadmap for Success (newDelhi : Pearson Education).*
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SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal tests of 20 marks each	20
Q.1 Multiple choice Questions/True or False - 10 Marks	
Q.2. Attempt 2 questions out of 3 questions (5 marks each) 10 Marks	
Case Study/ Case-let/ Situation Analysis – (Group Activity or Individual Activity)/Class Test/ Open Book Test/ Group Discussion/ Role Play/ Story Telling/ Presentation/ Written Home Assignment/ Industry Analysis – (Group Activity or Individual Activity)/ Literature Review/ Book Review/ In-depth Viva/ Quiz/ Student Driven Activities/ Newspaper reading/ Report Writing/Precise Writing. (Any one of these)	15
Class Participation	5
Total	40

B) Semester end examination 60 marks

PAPER PATTERN

Duration : 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15 Marks
Q.2 15 marks OR 15 marks	15 Marks
Q.3 15 marks OR 15 marks	15 Marks
Q.4 15 marks OR 15 marks	15 Marks
Total	60
Note: Q.1, 2 and 3 - 15 marks question may be divided into sub questions of 7 and 8 or 10 and 5, if required. Q.4 May include theory (short notes) (Any 3 out of 5) /Case Study in one of the options.	

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

ON JOB TRAINING / FIELD PROJECT

COURSE CODE: M23BM2OJTFF01

COURSE CREDIT: 04