

ORDINANCE NO 40.

Master of Commerce Examination

1. The Examination for the degree of master of Commerce consist of two parts :
 - (a) The Previous Examination and
 - (b) The Final Examination.
2. A candidate who after talking his B.Com. Degree of the University or an examination of any statutory University in India which has been recognised by the University as equivalent to the B.Com degree of the University and completed a regular course of study in the teaching department of the University or in a College affiliated to the University in the subject in which he offers himself for examination for one academic year shall be admitted to the Previous Examination for the degree of master of Commerce.
3. A candidate who after passing the M.Com Previous Examinatin of the University has completed a regular course of study for one academic year in a teaching department of the University or in a College affiliated to the University shall be admitted to the final examination for the degree of Master of Commerce in the subject in which he/ she has passed the Previous examination.

A candidate who has passed the Previous examination for the degree of Master of Commerce of another University may also be admitted to the Final examination for the degree of Master of Commerce after obtaining necessary permission from the kulpati, provided that he offered for his Previous Examination a course of study of an equivalent standard with almost idential syllabus as is required for the Previous Examination of this University, and has attended a regular course of study for one acadmic year in a College affiliated to the University or a teaching department of the University.
4. Besides regular students and subject to other compliance with this ordinance ex-students and non collegiate candidates shall be elligible for admission to the examination as per provision of ordinance relating to admission of non - collegiate students to the University examination
Provided that non- collegiate candidates shall be permitted to offer only such subject/papers as are taught to the regular students at any of University teaching Department or College.
5. The scope of the examination shall be determined by the academic council and given in the detailed course of study.

6. A candidate who has passed the M.Com Examination of the University shall be allowed to present himself for the M.Com Examination in any one or more of the optional papers in that subject not taken by him at the said examination and if successful will be given a certificate to that effect.

No candidate shall be allowed to offer more than two additional papers in any one year.

7. For both the Previous, Final Examination, a candidate will be declared successful if he/she obtains at least 36% of the aggregate marks in the subject.

No division will be assigned on the result of the Previous Examination the division in which a candidate is placed shall be determined on the basis of aggregate of marks obtained in both the M.Com. Previous and M.Com Final Examination.

8. Successful candidates who obtain 60% or more of the aggregate marks shall be placed in the First Division; those obtaining less than 60% but not less than 48% in the Second Division and all other successful candidate obtaining less than 48% in the third Division.

9. Candidates who have passed the M.Com Examination of the University in any subject in Third or Second Division and desire to appear at the M.Com Examination in the same subject for improving division without attending a regular course of study in a college affiliated to the University or in a Teaching Department of the University be allowed to appear at the Aforesaid examination an non- collegiate student on the following conditions.

(i) There shall be only two Division for such candidates the First Division and Second Division, The Marks required for obtaining these division shall be the same as prescribed in the ordinance i.e. examinees who are successful in Final of the Examination and have obtained 60% or more aggregate of the marks in Previous and Final Examination taken together shall be placed in the First Division and Examinees who are successful in Final Examination and have obtained less than 60% but not less than 48% of aggregate marks in previous and Final examination taken together shall be placed in the Second Division.

(ii) The result of the candidates obtaining less than 48% of the aggregate marks in Previous and Final Examination taken together shall not be declared.

(iii) Candidates shall be have the option to appear at both the previous

and final examination in one and the same year and for being successful at the examination, the candidates shall obtain 48% of the aggregate marks.

Provided that such candidates who opt to appear in previous and final examination separately shall have to obtain minimum aggregate required for the previous examination but he will have to obtain atleast 48% in the aggregate of previous and final examination taken together or else his result will be cancelled.

(iv) The Syllabus for the examination shall be same as prescribed for the year in which the examination is held.

(v) Not more than two attempt shall be allowed to such a candidate failure of appearance at the examination after per permission has been accorded by the University shall be counted as an attempt.

Provided however such candidates who opt to appear at the previous and final examination separately will be allowed only one attempt of the previous examination and two attempts in the final examination.

(vi) Candidates who wish to avail the opportunity given in fore going paras will have to apply for permission as required in the Ordinance relating to admission of non- collegiate students to the University examination along with registration fee.

(vii) In case, a student Improves his division under provision of this para. The fresh Degree will be issued after cancelling his first Degree.

Each paper having 100 marks and 3 hours duration.

A candidates securing 60% or above makes in M.Com (Previous) Examination they can offer dissertation in lieu of one optional paper in M.Com Final.

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एम.कॉम अंतिम में पाँच लिखित अनिवार्य प्रश्नपत्र होंगे। प्रत्येक प्रश्न-पत्र 100 अंक का होगा तथा केवल नियमित छात्रों के लिए 30 अंक का आंतरिक मूल्यांकन होगा, जिसके अन्तर्गत 3 आंतरिक परीक्षाएँ आयोजित होगी, इसमें से किन्ही दो अधिकतम प्राप्तांक वाली दो आंतरिक परीक्षाओं के औसत अंको को लिया जायेगा प्रत्येक आंतरिक परीक्षा 30 अंको की होगी।

नियमित छात्रों का परीक्षाफल तैयार करते समय प्रत्येक प्रश्न-पत्र के 100 अंको में से प्राप्तांको को अनुपातिक रूप में 70 लाया जायेगा और इसमें आंतरिक मूल्यांकन के प्राप्तांको को जोड़ दिया जायेगा और प्रत्येक छात्र को प्रत्येक प्रश्न पत्र में लिखित एवं आंतरिक मूल्यांकन में पृथक-पृथक न्यूनतम 20 % अंक प्राप्त

करना अनिवार्य होगा। लेकिन एम.कॉम पूर्व परीक्षा उत्तीर्ण करने के लिए अंको के महायोग का 36 % प्राप्त करना अनिवार्य होगा। मौखिक परीक्षा में 100 अंको में से न्यूनतम 50 % अंक प्राप्त करना अनिवार्य होगा।

मौखिक परीक्षा का संचालन विश्वविद्यालय द्वारा नियुक्त बाह्य परीक्षक एवं विभागाध्यक्ष (आंतरिक परीक्षक) द्वारा संयुक्त रूप से ली जायेगी। मौखिक परीक्षा अध्ययन किये गये प्रश्न पत्रों पर आधारित होगी।

एम. कॉम. अंतिम

एम. कॉम अंतिम में अनिवार्य समूह में दो प्रश्न पत्र होंगे। प्रत्येक ऐच्छिक समूह में तीन प्रश्न पत्र रखे गये हैं छात्र/छात्राओं को ऐच्छिक समूह में से किसी एक समूह का चयन करना होगा इस प्रकार एम.काम अंतिम में 5 प्रश्न पत्रों में शामिल होना होगा उपरोक्त प्रश्न पत्रों के अतिरिक्त प्रत्येक छात्र/छात्राओं को क्षेत्र सर्वेक्षण करना होगा एवम् उसका प्रतिवेदन तैयार करना होगा।

क्षेत्र सर्वेक्षण एवम् प्रतिवेदन का मूल्यांकन 50 अंको में से होगा जिसमें से 25 अंक आंतरिक परीक्षक समूह एवम् 25 अंको में से बाह्य परीक्षक द्वारा अंक प्रदान किये जाएंगे।

क्षेत्र सर्वेक्षण एवं प्रतिवेदन के न्यूनतम 25 अंक अनिवार्य होंगे। दूसरे भाग में गहन मौखिक परीक्षा 50 अंको में से ली जाएगी इसके भी न्यूनतम 25 अंक प्राप्त करने पर ही छात्र को मौखिक परीक्षा में उत्तीर्ण घोषित किया जाएगा। क्षेत्र सर्वेक्षण एवं प्रतिवेदन के बाह्य परीक्षक मौखिक परीक्षा भी संचालित करेंगे। जिसकी नियुक्ति विश्वविद्यालय द्वारा ही की जाएगी। मौखिक परीक्षा हेतु बाह्य परीक्षक, विभागाध्यक्ष, निर्देशक यदि विभागाध्यक्ष ही निर्देशक है तो ऐसी स्थिति में बाह्य परीक्षक एवम् निर्देशक का संयुक्त बोर्ड मौखिक परीक्षा संचालित करेंगे।

क्षेत्र सर्वेक्षण एवम् प्रतिवेदन तथा मौखिक परीक्षा दोनों ही प्रकार के छात्र/छात्राओं अर्थात् नियमित एवम् स्वाध्यायी दोनों पर लागू होगी।

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G.G.U. BILASPUR (C.G.) M. Com. Final 2005 - 06 SCHEME OF EXAMINATION

Papers	Max	Min	Remarks
	Marks	Pass Marks	

(A) Compulsory Group

Paper MC 2.1, Accounting for managerial Decisions	100	20
MC-2.2 Corporate Legal Framework & Research Methodology	100	20

(B) Optional Groups : Select any one Group from the following.

(i) Finance -

Mc- 2.31 Financial Institution and Markets	100	20
MC-2.32 Project Planning & Control	100	20
MC -2.33 Security Analysis & Portfolio Management	100	20

(ii) Marketing.

MC - 2.41 Advertising and sales Management	100	20
MC-22.42 Marketing Management	100	20
MC-2.43 Marketing Research	100	20

(iii) International Business

MC-2.51 International Business Environment	100	20
MC- 2.52 International Marketing	100	20
MC- 2.53 Foreign Trade Policy. Procedures and Documentation	100	20

(iv) Management

MC-2.61 Corporate Tax Planning		
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and Management	100	20
MC- 2.62 Strategic Management	100	20
MC- 2.63 Business Environment	100	20

(v)E- Commerce

MC-2.71 Computer Application In Business	100	20
MC-2.72 Information Technology in business	100	20
MC-2.73 E-Commerce	100	20
Written Paper marks	500	180

Survey work and Report	50	25	36% of written paper Mxs i.e.
Viva - Voce	50	25	$500 \times \frac{36}{100} = 180$

Grand Total of M.Com Final Marks 600 230

M.Com Previous MKS		
Written Paper Mks.	500	180
Viva - Vove	100	50
	600	230

**Aggregated Marks of M.Com
Previous and M.Com Final** 1200 460

First Division on 60% or more mks i.e. 720 & more Second Division on 48% and below 60% i.e. 576 & more Third Division Marks between 460 and 575.

Note: Written paper and internal exam. Marks as per provision given in the ordinance relating to Regular and Private Examinees.

Compulsory Paper- I~~AP-8632~~
~~AM-1650~~
~~AI-6684~~

M.M:100

MC 2,1 ACCOUNTING FOR MANAGERIAL DECISIONS

Objective The objective of this course is to acquaint students with the accounting concepts, tools and techniques for managerial decisions.

A-1591

Course Inputs

- 1. Introduction to Accounting :** Management accounting as a 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.
- 2. Accounting Plan and Responsibility Centres:** Meaning and significance of responsibility accounting. Responsibility centres cost centre, profit, centre and investment centre; Problems in transfer pricing. Objective and determinants of responsibility centres.
- 3. Budgeting:** Definition of budget. Essentials of budgeting; Types of budgets functional, master etc; Fixed and flexible budget budgetary control; Zero - base budgeting; Performance budgeting.
- 4. 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.
- 5. 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.
- 6. Analysing Financial Statements:** Horizontal, Vertical and ratio analysis cast flow Analysis.
- 7. Contemporary issues in Management Accounting :** Value chain analysis Activity based costing; Quality costing; Target and life cycle costing.
- 8. Reporting to Management :** Objective of reporting, reporting needs at different managerial levels; Types of reports modes of reporting, reporting at different levels of management.

Compulsory

A-1592

Paper - II

M.M.:100

MC 2.2 CORPORATE LEGAL FRAMEWORK & RESEARCH METHODOLOGY.

OBJECTIVE The objective of this course is to provide knowledge of relevant provisions of various laws influencing business operations.

Course Inputs

- 1. Legal Environment for Security Markets :** SEBI Act, 1992- organisation and objective of SEBI Powers under securities contract Regulation Act 1956 transferred to SEBI Role of SEBI in controlling the security markets.
- 2. Restrictive and Unfair Trade practices.** Consumer Protection Act MRTA Act 1969 monopolistic trade practices, Restrictive trade practice; Unfair trade practices, The Consumer Protection Act, 1986 salient features. Definition of consumer, rights of consumer, Grievance redressal machinery.
- 3. Regulatory Environment for international Business :** FEMA Act 1999 WTO. Regulatory framework of WTO, basic principles and its charter WTO provisions relating to preferential treatment to development countries, Regional grouping, technical standards, antidumping duties and other NTBs, Custom valuation and dispute settlement, TRIP and TRIMs.
- 4. Concept & Significance of research kinds of research, selection and formulation of research problem.**
- 5. Concept of Hypothesis Sources of Hypothesis, wrong Hypothesis, Research Design, Experimental and non Experimental Research design.**
- 6. Consistency & Sample survey, Interview Questionnaire and schedule methods of data collection.**
- 7. Case study method, types of Hypothesis and its testing Nature and types of variables.**

References

- Amarchand, D: Government and business, Tata McGraw Hill, New Delhi,
- Avadhani V.A: SEBI guidelines and listing of Companies. Himalaya Publishing House Delhi.

- Indian Contract Act 1872,
- Ramaiya A: Guide to Companies Act, Wadhwa Co. 1996
- SEBI Act 1992. Nabhi Publication Delhi,
- Securities (Contract and Regulation) Act, 1956
- Singh, Avtar Law Relating to Monopolies, Restrictive and Unfair trade Practices, Eastern Book Co. Lucknow.
- Taxman's Company Act, 1998 New Delhi,
- Taxman's Masters Guide to Companies Act, 1998,
- Taxman's Mercantile Law, 1997
- The Companies Act, 1956
- The Negotiable instruments Act, 1881.
- C.R. Kothari: Research Monopoly.
- एस.डी. सिंह सामाजिक अनुसंधान एवं शोध प्रविधि ।

OPTIONAL GROUP I: FINANCE

M.M.:100

MC 2.31 FINANCIAL INSTITUTIONS AND MARKETS

Objective The course aims at providing students with an understanding of the structure, organization, and working of financial markets and institutions in India.

Course Inputs

- 1. Introduction :** Nature and role of financial system; Financial system and financial markets; Financial system and economic development Indian Financial system -an overview.
- 2. Financial Markets :** Money and capital markets; Money Market meaning constituents, function of money, market money market instruments -call money, treasury bills, certificates of deposits, commercial bills, trade bills etc. Recent trends in Indian money market; Capital market- Primary and Secondary markets Depository system Government securities market Role of SEBI an overview; Recent developments.
- 3. Reserve Bank of India :** Organisation management and functions Credit creation and credit control; monetary policy.
- 4. Commercial Banks:** Meaning functions, management and investment policies of commercial banks; Present structure; E-Banking and e-trading. Recent developments in commercial banking.

5. **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.
6. **Insurance Sector** : Objectives, role investment practices of LIC and GIC, Insurance Regulatory and Development Authority - role and functions.
7. **Unit Trust of India** : Objectives, functions and various schemes of UTI, Role of UTI in industrial Finance.
8. **Non -Banking Financial Institutions** : Concept and role of non banking financial institutions; Sources of finance. Functions of non banking financial institutions investment policies of non banking financial institutions in India.
9. **Mutual Funds**: Concept performance appraisal and regulation of mutual funds (With special reference of SEBI guidelines); Designing and marketing of mutual funds schemes; latest mutual fund schemes in India - an overview.
10. **Merchant Banking** : Concept, functions and growth; Government policy on merchant banking services; SEBI guidelines; Future of merchant banking in India.
11. **Interest Rate Structure**: Departments of Interest rate structure; Differential interest rate; recent changes in interest rate structure.
12. **Foreign Investments**: Types, trends and implications; Regulatory framework for foreign investments in India.

Reference

- Avdhani: Investment and securities Markets in India, Himalaya Publications, Delhi.
- Bhole L.M.: Financial Markets and Institutions, Tata McGraw Hill, Delhi.
- Ghosh, D: Banking Policy in India, Allied Publications, Delhi.
- Giddy, I.H. Global Finance Markets A.I.T.B.S. Delhi.
- Khan M.Y. Indian Financial System, Tata McGraw Hill, Delhi.
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- Varshney, R.N. Indian Financial System, Sultan Chand & Sons, New Delhi.
- Averbach, Robert, D: Money, Banking and Financial Markets: MacMillan London.
- Srivastava M: Management of Indian Financial Institution, Himalaya Publishing House, Mumbai.
- Verma JC: Guide to Mutual Funds and investment Portfolio, Bharat Publishing House New Delhi.

Optional Group - I Finance

~~SCSS~~

~~AL-6687~~

M.M.100

MC 2.32 PROJECT PLANNING AND CONTROL A-1594

Objective The objective of this course is to enable students learn the process and issues relating to preparation, appraisal review, and monitoring of projects.

Course Inputs

1. **Identification of Investment Opportunities**: Project ideas, screening of ideas; Environment scanning and opportunity analysis; Government regulatory framework.
2. **Market and demand Analysis**: Information required for market and demand analysis; Sources of Information primary and secondary; Demand forecasting.
3. **Technical Analysis**: Materials and inputs: Production technology; Product Mix; Plant location and layout; Selection of plant and equipment.
4. **Cost of Project and Means of Financing** : Major cost components; Means of financing Planning capital structure; Various financing schemes of financial institutions.
5. **Profitability, Financial Projections and Tax Considerations** : Cost of production; Break even analysis; Projected balance sheet; profit and loss account and cash flows statement; Provisions and considerations for computing taxable income.
6. **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.
7. **Social Cost Benefit Analysis**: Rationale for social cost benefit analysis Methodology of SCBA; L&M approach and UNIDO approach; Measurement of the impact on distribution SCBA in India.
8. **Network Techniques for Project Implementation, Monitoring and Control** : PERT and CPM techniques; Critical path, event slacks, and activity floats; Scheduling to match availability of manpower; Measures of variability and probability of completion by a specified date; Project implementation practices in India.

Reference.

- Bryce, M.C. Industrial Development, Mc Graw Hill (Int. Ed) New York.

- Chandra Prasanna: Project Preparation, Appraisal and Implementation. Tata McGraw Hill, Delhi.
- I.D.B.I Manual of Industrial Project Analysis in Developing countries.
- O.E.C.D. (i) Manual for Preparation of Industrial Feasibility Studies. (ii) Guide to Practical Project Appraisal.
- Pilate, R.L.: Project Appraisal Techniques. Oxford and IBH.
- Planning Commission: Manual for Preparation of Feasibility Report.
- Timothy D.R. And W.R. Sewell: Project Appraisal and Review. MacMillan, India.
- Chaudhary, S.: Project Management. Tata McGraw Hill, New Delhi.
- Little i.M.D. and Mirrless JA' Project Appraisal and Planning for developing countries. Helnemen Education Board London.

Optional Group - I Finance

~~AM-1654~~ ~~AL-6688~~ ~~5638~~ M. M. 100
MC 2.33 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Objective The Objective of this course is to help students understand various issues in security analysis & portfolio management.

Course Inputs

A-1595

1. **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.
2. **Financial Assets**: Types and their characteristics, sources of Financial information.
3. **Security markets**: primary and secondary market; Primary market role; functions and methods of selling securities in primary market; allotment procedure; New financial instruments.
4. **Public issue** : SEBI guidelines on public issue. size of issue, pricing of issue, promoters contributions, appointment of merchant bankers, underwriters, brokers, registrars and managers, bankers and allotment of shares.
5. **Secondary market** : Role Importance, type of brokers trading mechanism listing of securities in stock exchanges, screen based trading, Depository role and need; depositories Act, 1996.
6. **Valuation of securities**: Bonds, debentures, Preference share, equity

shares.

7. **Fundamental Analysis** : Economic analysis. Industry analysis and company analysis.
8. **Technical Analysis**: Trends Indicators, indices and moving averages applied in technical analysis.
9. **Efficient Market Hypothesis** : Weak, semi- strong and strong market and its testing techniques.
10. **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.
11. **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, arbitrage portfolio.
12. **Portfolio Performance Evaluation**: Measure of return, risk adjusted, measures of remarketing timing. Evaluation criteria and procedures.

References

- Amling: fundamentals of Investment Analysis, prentice Hall, International Edition.
- Bhalla: Investment Analysis, S.Chand & Co. Delhi.
- Chandratre. K.R: Capital Issue, SEBI & Listing Bharat Publishing House New Delhi.
- Clark James Francis, Investment - Analysis and Management McGraw Hill, International Edition.
- Donal E. Fisher and Ronald J. Jordan : Security Analysis and portfolio Management. Prentice Hall New Delhi.
- Fabozzi Frank, J: Investment Management prentice hall, International Edition.
- Gupta, L.C. : Stock Exchange Trading in India: Society for capital Market Research and Development Delhi.
- Machi raju H.R. Merchant Banking : Wiley Eastern Ltd. New Delhi.
- Machi Raju H.R. Working to Stock Exchanges in India; Wiley Eastern Ltd. New Delhi.
- Sharpe, William F. Gordon J Alexander and J.V. Bailey: Investments, Prentice Hall of India New Delhi.
- Sharpe William F: Portfolio Theory and Capital Markets: McGraw Hill New York.
- Francia J. Clark: Management of Investments : McGraw Hill, New York.

Optional Group II: Marketing**MC 2.41 ADVERTISING AND SALES MANAGEMENT**

Objective The basic objective of this course is to acquaint students with the theory and practice of advertising, as well also management of a firm's sales operations.

Course Inputs

1. **Advertising:** Defined advertising as a tool of marketing; Advertising effects - economic and social; Advertising and consumer behaviour. Advertising, Advertising scene in India.
2. **Advertising objectives and advertising Budgets.**
3. **Advertising Media:** print Media, Broadcasting media; non media advertising; Media planning and scheduling, advertising on internet; Media selection decisions.
4. **Message Design and Development:** Copy development types of appeal, copy testing.
5. **Measuring Advertising Effectiveness:** Managing advertising agency/client relationship Promotional scene in India; Techniques for testing advertising effectiveness.
6. **Selling:** Concept objectives, and functions of sales management; Fundamentals of Selling; Selling process; Salesmanship. Product and customer Knowledge.
7. **Sales Planning:** Importance and types of sales planning, sales planning process; Sales forecasting, Determining sales territories, sales quotas, and sales budget.
8. **Sales Organisation:** Setting up sales organisation; Planning process; principles of determining sales organisation.
9. **Sales Force Management:** Estimating Manpower requirements for sales departments Planning for manpower - recruitment and selection, training and development, placement and induction, motivating sales force; leading the sales force; Compensation and promotion Policies; Sales meeting and contest.
10. **Control Process:** Analysis of sales volume, cost and profit ability, Managing expenses of sales personnel, Evaluating sales force performance.

Reference

- Aaker David, et.al: Advertising Management. Prentice hall, New Delhi.

- Anderson, hair, Brush: Professional Sales Management, McGraw Hill, Singapore.
- Batra, Rajeev, John G. Myers and David A. Aaker: Advertising Management, Prentice Hall, New Delhi.
- Ford, Churchill. Walkar, Management of sales force McGraw Hill, Singapore.
- Gupta, Vaswar Das: Sales Management, In the Indian Perspective, Prentice Hall, Delhi.
- Johnson, Kurtz, Schewing: Sales Management McGraw Hill, Singapore.
- Krik C.A. Salesmanship; Trarapore wala, Bombay.
- Norris, James: Advertising Prentice Hall, New Delhi.
- Patrick, Forsyth: Sales Management Handbook, Jaica Publication, Bombay.
- Sandage C.H. and Fry Burger. Advertising-Theory and Practice, Richard D Irwin, Illinois.
- Sengupta Subroto: Brand Positioning. Tata McGraw Hill Co. New Delhi.
- Stanton, W.J. and Spiro R: Management of Sales Force, McGraw Hill, Singapore.
- Still, Richard R. Edward W. Cundiff and Norman A.P. Govon: Sales Management Prentice Hall of India Delhi.

Optional Group - II Marketing

A-1597

MC 2.42 MARKETING MANAGEMENT

Objective The objective of this course is to facilitate understanding of the conceptual framework of Marketing and its applications in decision making under various environmental constraints.

Course Inputs

1. **Introduction:** Concept, nature scope and importance of marketing; marketing concept and its evolution; Marketing mix; Strategic marketing planning - an overview.
2. **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.

3. **Product Decisions:** Concept of a 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.
4. **Pricing Decisions:** Factors affecting price determination; pricing policies and strategies; Discounts and rebates.
5. **Distribution channels and Physical Distribution Decisions :** Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling.
6. **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.
7. **Marketing Research :** Meaning and scope of marketing research marketing research process.
8. **Marketing Organisation and Control** - Organising and controlling marketing operations.
9. **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.

Reference-

- Kotler, Phillip Gary Armstrong : Principles of Marketing Prentice Hall, New Delhi.
- Kotler, Phillip : Marketing Management - Analysis, Planning, Implementation and Control, Prentice Hall, New Delhi.
- Majumdar, Ramanuj- Product Management in India, Prentice Hall, New Delhi.
- McCarthy E. Jenome and William D. Perreault Jr: basic Marketing. Management Approach, Richard D. Irwin, Homewood, Illinois.
- Ramaswamy V.S. and Namakumari, S. Marketing Management, MacMillan India, New Delhi.
- Srinivasan, R: Case studies in Marketing: The Indian Context Prentice Hall, New Delhi.
- Stanton, William J. and Charles Futrell: Fundamentals of Marketing McGraw Hill Publishing Co. New Delhi.
- Still, Richard, r, Edward W. Cundiff and Norman A.P. Govoni: Govoni: Sales Management : Decisions, Strategies and Cases, Prentice Hall, New Delhi.

Optional Group - II Marketing

M.M. 100

MC 2.43 MARKETING RESEARCH

Objective The purpose of this course is to enable students learn the process, tools and techniques of marketing research.

Course Inputs

1. **Introduction to marketing Research :** Importance nature and scope of marketing research; Marketing Information system and marketing research; Marketing research process and organisation.
2. **Problem Identification and Research Design :** problem Identification and definition, Developing a research proposal; Determining research type - exploratory, descriptive and conclusive research Experimental designs.
3. **Data Resources :** Secondary data sources and usage; Online data sources; Primary data collection methods - questioning techniques. online surveys, observation method; Questionnaire preparation.
4. **Aptitude measurement and scaling techniques :** Elementary introduction to measurement scales.
5. **Sampling Plan :** Universe, Sample frame and sampling unit; Sampling techniques; Sample size determination.
6. **Data Collection :** Organisation of field work and survey errors sampling and non- sampling errors.
7. **Data Analysis :** Univariate, bivariate and multivariate data analysis Report preparation and presentation.
8. **Market Research Applications :** Product research; Advertising research; Sales and market research; International marketing research; Marketing research in India.

Reference

- Beri, G.C. Marketing Research, Tata McGraw Hill, New Delhi.
- Body, H.W. Ralph Westfall and S.F. starsh: Marketing Research : text and Cases, Richard D. Irwin. Boston,
- Chisnall, Peter M: The Essence of Marketing Research Prentice Hall, New Delhi.
- Churchill, Gilbert A: A Basic Marketing Research, Dryden Press, Boston,
- Davis, J.J.: Advertising Research, Prentice hall, New Delhi,
- Green, paul E, Donald S. tuli and Gerald Albaum: Research for Marketing Decision, Prentice Hall, New Delhi.
- Hooda, R.P. Statistics for Business and Economics, Macmillan India, New Delhi.

- Luck, D.J: Marketing Research, Prentice Hall, New Delhi.
- Tull, Donald and Hawkin Del I: Marketing Research; Measurement and Method, Prentice Hall, New Delhi.
- Saltman and Burger. Marketing Research: Dryden Press, Illnols.

Optional Group III: International Business.

~~AM-1658~~ ~~AL-6643~~ ~~4620~~ M.M. 100
MC 2.51 INTERNATIONAL BUSINESS ENVIRONMENT

Objective This course exposes the student to the environment dynamics of international business and their impact on international business operations of a firm.

Course Inputs A-1599 ~~8677~~

1. **International Business** : Nature importance and scope; Frame work for analyzing international business environment- Geographical, economic, socio-cultural, political and legal environment.
2. **International Economic Environment** : World economic and trading situating; International.
3. **Economic institutions and agreements** : WTO, UNCTAD, IMF, World Bank, Generalised system of preferences, GSTP, International commodity agreements.
4. **Regional Economic Co-Operation** : Types and relationate of regional economic groups; Theory of customs union; EU, NAFTA, ASEAN, SAFTA and other groupings.
5. **Multinational Corporations** : Conceptual framework of MNCs; MNCs; and host and home country relations; Technology transfers - importance and type.
6. **Foreign Exchange Markets** : Fixed and flexible exchange rate system; Participants in the foreign exchange markets Foreign exchange market-cash and spot exchange market: Exchange rate quotes; LERMS; Factor affecting exchange rates- spot rates, forward exchange rates forward exchange contracts; Foreign exchange and currency futures, Exchange rate arrangement in India; Overview of FEMA, Exchange dealings and currency possession, Information and communication.
7. **Foreign Exchange Risk** : Transaction exposure, transation exposure and economic exposure, Management of exposures internal techniques, netting Marketing leading and lagging, pricing policy, asset and liability management and external techniques.
8. **Management of Risk in Foreign Exchange Market** : Forex

derivatives-swaps futures options and forward contract

9. **Foreign Investment** : Capital Flows - types and theories of foreign investment. Foreign investment flow and barriers
10. **Recent Development in International business** : Exological issues Social aspects; and international business.

Reference

- Adhikary, Manab: Global Business Mangement, MacMillan New Delhi.
- Bhattacharya, B. Going International -Response Strategies for Indian Sector, Wheeler Publishing Co New Delhi.
- Black and Sundaram: International Business Management Prentice Hall of India, New Delhi.
- Buckley, Ardin: The Essence of International Money, Prentice Hall of India, New Delhi.
- Gosh, Biswanath, Economic Environment of Business, South Asia Book, New Delhi.
- Letiche, John M: International Economics, Policies and Theoretical Foundations Academic Press, New York.
- Sodersten, B.O: International Economics MacMillan London.
- Tayeb, Monis H: The Global Business Environment -An Introduction, Sage Publication, New Delhi.
- Pervaz Ashoghian and Bahman Ebrahim: International Business, Harper Collins, London.
- Peter, H Lindert : International Economics, Richard D Irwin, Illinois.

Optional Group - III International Business

~~8677~~ ~~4620~~ ~~AL-6643~~ M.M.100
MC 2.52 INTERNATIONAL MARKETING ~~AM-1658~~

Objective The Objective of this course is to acquaint students with the conceptual framework of international marketing management.

Course Inputs

1. **Introduction to International Marketing** : Nature and significance; Complexities in international marketing; Transition form domestic to transnational marketing; International market orientation, EPRG framwork. International market entry strategies
2. **International Marketing Environment** : Internal environment Exter-

nal environment geographical, demographic, economic, sociocultural, political and legal environment; impact or environment on International marketing decisions.

3. **Foreign Market Selection** : Global market segmentation; selection of foreign markets; International positioning.
4. **Product Decisions** : Product planning for global markets; Standardisation vs. Product adaption. New product development; Management of International brands; Packaging and labeling; Provision of sales related services.
5. **Pricing Decisions**: Environment Influences on pricing decisions, International pricing policies and strategies.
6. **Promotion Decisions** : Complexities and issues; International Advertising personal selling sales promotion and public relations.
7. **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.
8. **International Marketing Planning Organising and Control**: Issues in International marketing planning; International Marketing information system; Organising and controlling; International Marketing operations.
9. **Emerging Issues and developments in International Marketing**: Ethical and social Issues; International Marketing of services; Information technology and International Marketing; Impact of globalisation; WTO.

Reference

- Czinkota, M.R: International Marketing, Dryden Press, Boston,
- Fayerweather, John: International Marketing, Prentice Hall, New Delhi.
- Jain, S.C. International Marketing CBS Publications, New Delhi.
- Keegan, Warren J: Global Marketing Management, Prentice Hall New Delhi.
- Onkvisit, Sak and John J. Saw: International Marketing: Analysis and Strategy, prentice hall, New Delhi.
- Paliwoda, S.J. (ED): International Marketing Reader, Routledge, Londond,
- Paliwoda Stanley J: The Essence of International Marketing Prentice Hall, New Delhi.
- Sarathy, R. And V. Terpstra: International Marketing Dryder Press, Boston,

Optional Group - III International Business

~~4422 AM-1666~~ ~~AL-6697~~

M.M.100

MC 2.53 FOREIGN TRADE POLICY, PROCEDURES AND DOCUMENTATION.

OBJECTIVE The Objective of the course is to familiarise students with the policies procedures and documentation relating to export - import transactions.

Course Inputs

1. **International Trade** : Theories of International Trade-absolute and comparative advantages theories; Modern theory of trade-Heckscher-ohlin Theory; Terms of trade; Theory of International trade in services; Balance of Payments and adjustment mechanism.
2. **Commercial Policy Instruments** : Tariffs, quotes, anti - dumping / countervailing duties, Technical Standards, Exchange controls and other non- tariff measures.
3. **India's Foreign Trade and Policy** : Composition and direction of foreign trade; India's foreign trade policy; Export promotion infrastructure and the institutional set up; Deemed exports and rupee convertibility; policy on foreign collaborations and counter trade arrangements. Indian Joint ventures abroad; Project and consultancy exports.
4. **Instruments of Export Promotion** : Export assistance and promotion measures, EPCG scheme, Import facilities, duty draw back, duty exemption scheme, tax concessions, marketing assistance; Role of state trading houses, 100% Export Oriented Units, Export Houses and Trading houses; EPZs, SEZs.
5. **Documentation Framework** : Types and characteristics of documents: Export contract and Inco terms, Processing of an export order.
6. **Export Financing Methods and Terms of Payment** : Methods of Payment, Negotiations of export bills; Documentary credit and collection, Pre and post shipment export credit; Bank guarantees. Foreign exchange regulations.
7. **Cargo credit and exchange risks** : Marine insurance- procedures and documentation for cargo loss claims ECGC schemes for risk coverage and procedure for filling claims, Institutions for credit - pre and post shipment.
8. **Quality Control and Pre- shipment Inspection** : Process and procedures: Excise and customs clearance regulation, Procedures and documentation.

9. **Management of Imports:** Procedure for procurement through imports, Import financing : Customs clearance of imports, Managing risks involved in importing transit risk, credit risk and exchange risk.

Reference

- Customs and Excise Law Times: various issues.
- Economic Survey: Ministry of Finance, Govt. of India, various issues.
- Verma, M.L. International Trade, Vikas Publishing House, New Delhi.
- Export - Import Policy: Ministry of Commerce Government of India
- Handbook of Export Import Procedures: Ministry of Commerce, Government of India.
- Ram, Paras: Exports: What, where and How ? Anupam Publication, New Delhi.
- Report of Working Group on export Houses : Ministry of commerce
- Soderstem B.O. International Economics MacMillan, London.
- Varshney and Bhattacharya: International Marketing Management, Sultan Chand & Sons, New Delhi.
- World Development Report: World Bank Washington, D.C.
- Mahajan M.I. Exports - Do it yourself, Snowwhite publication, Mumbai.
- Mahajan V.S. India's Foreign Trade and Balance of Payments: Deep & Deep Publication, New Delhi.

OPTIONAL GROUP IV MANAGEMENT

~~MC 2.61~~ ~~AM 166F~~ ~~AL 6695~~ ~~4623~~ M.M.:100
MC 2.61 CORPORATE TAX PLANNING AND MANAGEMENT

Objective The Course aims at making students conversant with the concept of corporate tax planning and Indian tax Laws, a also their implications for corporate management.

Course Inputs

1. **Introduction to Tax Management :** Concept of Tax Planning Tax avoidance and tax evasions; Corporate taxation and dividend tax.
2. **Tax Planning for New Business :** Tax Planning with reference to location nature and form of organisation of new business.
3. **Tax Planning and Financial Management Decisions :** Tax

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Planning relating to capital structure decision, Divident policy, Intercorporate dividends and bonus shares.

4. **Tax Planning and Managerial Decisions :** Tax Planning in respect of own or lease, sale of assets used for scientific research, make or by decisions, Repair, replace, renewal or renovation, and shutdown or continue decisions.
5. **Special Tax Provisions :** Tax Provisions relating to free trade zones, infrastructure sector and backward areas; Tax incentives for exporters.
6. **Tax issues Relating to Amalgamation :** Tax Planning with reference to amalgamation of companies.
7. **Tax Payment :** Tax deduction and collection at source; Advance payment of tax.

Reference -

- Ahuja G.K. and Ravi Gupta Sytematic Approach to Income Tax and central Sales Tax Bharat Law House, New Delhi.
- Circulars issued by C.B.D.T.
- Income Tax Act, 1961.
- Income Tax Rules 1962.
- Lakhotia R.N: Corporate Tax Planning, Vision Publications, Delhi.
- Singhania, V.K. Direct Taxes: Law and Practice, Taxman's Publication, Delhi.
- Singhania, Vinod K. Direct Tax Planning and Management Taxman Publication Delhi.

OPTIONAL GROUP - IV MANAGEMENT

A-1603 ~~8444~~ ~~4624~~ ~~AI 6696~~ M.M.:100
MC 2.62 STRATEGIC MANAGEMENT ~~AM 1662~~

Objective The Objective of this course is to enhance decision making abilities of students in situations of uncertainty in a dynamic business environment.

Course Inputs

1. **Concept of Strategy :** Defining strategy, levels at which strategy operates, Approaches to strategic decision making, Mission and purpose, objectives and goals; Strategic business unit (SBU) Functional level Strategies.
2. **Environment Analysis and Diagnosis :** Concept of Environment and its components, Environment scanning and appraisal Organisational appraisal; Strategic advantage analysis and diagnosis; SWOT analysis.

3. **Strategy Formulation and Choice of Alternatives** : Strategies - Modernisation, diversification, integration, Merger, Takeover and joint strategies; Turnaround, divestment and liquidation strategies. Process of strategic choice- Industry, competitor and SWOT analysis. Factor's effecting strategic choice, Generic competitive strategies cost leadership, differentiation focus, value chain analysis, bench marking, service blue printing.
4. **Functional Strategies** : Marketing production/operations and R&D plans and policies.
5. **Functional Strategies** : Personal and financial plans and policies.
6. **Strategy Implementation** : Inter -relationship between formulation and implementation; Issues in strategy Implementation Resource allocation.
7. **Strategy and Structure** : Structural considerations, structures for strategies; organisational design and change.
8. **Strategy Evaluation** : Overview of strategy evaluation Strategic Control; Techniques of strategic evaluation and control.
9. **Global issues in Strategic Management.**

Reference.

- Bhattachary, S.K. and N.Venkataramin: Managing Business. Enterprises: Strategies, Structures and Systems; Vikas Publishing House, New Delhi.
- Budhiraja, S.B. and M.B. Athreya: Cases in strategic Management, Tata McGraw Hill, New Delhi.
- Christensen, C.Roland, Kenneth R. Andrews, Joseph L. Bower, Richard G. Hamermesh, Michael E. Porter : Business Policy: Text and Cases, Richard D. Irwin Inc. Homewood, Illinois.
- Coulter, Mary K: Strategic Management in Action, Prentice Hall, New Jersey.
- David, Fred R: Strategic Management Prentice Hall, New Jersey
- Glueck, William F. and Lawrence R. Jauch : Business Policy and strategic Management, McGraw - Hill International Edition.
- H. Igor, Ansoff, Implanting Strategic Management. Prentice Hall, New Jersey.
- Kazmi, Azhar: Business Policy. Tata McGraw Hill, Delhi.
- Michael E. Porter The competitive Advantage of Nations. MacMillan, New Delhi.
- Mintzberg, Henry and James Brian Quinn: The Strategy Process Prentice Hall, New Jersey.
- Newman, William H. and James P. Logan : Strategy, Policy and central Management, South Western Publishing Co- Cincinnati, Ohio.

- Sharma, Ra A. Strategic Management in Indian Companies. Deep and Deep publications New Delhi.

Optional Group - IV MANAGEMENT

MC 2.63 BUSINESS ENVIRONMENT

M.M: 100

Objective This course develops ability to understand and scan business environment analysis opportunities and take decisions under uncertainty.

Course Inputs

1. **Theoretical Framework of Business Environment** : Concept significance and nature of business environment. Elements of environment internal and external : Changing dimensions of business environment. Techniques of environment scanning and monitoring.
2. **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.
3. **Political and Legal Environment of Business** : Critical elements of political environment, Government and business; Changing dimensions of legal environment in India: MRTP Act, FEMA and licensing policy : Consumer Protection Act.
4. **Socio-Cultural Environment** : Critical elements of socio cultural environment. Social institutions and systems, Social values and attitudes, Social groups; Middle class; Dualism in Indian society and problems of uneven income distribution ; Emerging rural sector in India; Indian Business system ; Social responsibility of business, Consumerism in India.
5. **International and Technological Environment** : Multinational Corporations. Foreign collaborations 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 India, Policy on research and development , Patent laws; Technology transfer.

Reference

- Adhikary K: Conomic Environment of Business, Sultan chand & sons. New Delhi.
- Ahluwalia. I.J: Industrial Growth in India, Oxford University Press, New Delhi.
- Alagh, Yoginder K: Indian Development Planning and Policy. Vikas P. New Delhi.
- Aswathappa K: Legal Environment of Business. Himalaya Publication New Delhi.
- Charkravarty, S: Development Planning. Oxfor University Press, New Delhi.
- Ghose Biswanath: Economic Environment of Business. Vikas Publication New Delhi.
- Govt of India: Economic Survey. various issues.
- Rai Agrawal and Parag Diwan, Business Environment, Excel Books. New Delhi.
- Ramaswamy, V.S. and Nama Kumari. Strategic Planning for corporate Success, MacMillan, New Delhi.
- Sengupta N.K: Government and Business In India, Vikas Publication New Delhi.

OPTIONAL GROUP V E- COMMERCE

M.M.100

Mc-2.71 Computer application in Business

Objective The Objective of this course is to provide an understanding of computers, computer operation system, and application of relevant softwares in managerial decision making.

Course Inputs

1. **Computer Hardware** : Computer system as information processing system: Computer system differences - types of computer systems, hardware options - CPU input devices output devices, storage devices, communication devices, configuration of hardware devices and their applications.
2. **Personal Computers** : PC and its main comonents. hardware configuration, CPU and clock speed RAM and secondary storage devices, other peripherals used with PC. Factors influencing PC performance. PC as a virtual office.

3. **Modern Information Technology** : Basic idea of Local Area Networks (LAN) and Wide Area Network (WAN) E-Mail. Internet technologies, access devices, concept of a world wide web and Internet browsing Multimedia.
4. **Intoduction of Operating System** : Software needs. Operating systems. Application softwares Programming Languages: DOS Windows - window explorer, print manager, control panel, Paint brush, calculator, dest top, my computer, settings, find, run, UNIX.
5. **Word Processing** : Introduction and working with Ms-Word in Ms-Office, Word basic commands Formatting -text and documents, Sorting and tables. Working with graphics, introduction to mail merge.
6. **Spread Sheets** : Working with EXCEL- formatting functions chart features : Working with graphics in Excel. Using worksheets and database in accounting, Marketing, Finance and personal areas.
7. **Presentation with Power - Point power** -Point basics creating presentations the easy way: Working with graphics in Power Point, Show time, shound effects and animation effects.
8. **Introduction to lotus Smart Suite for Data Sheet Analysis;** Structure to spreadsheet and its applications to accounting, finance and marketing functions of business, Creating a dynamic/sensitive worksheet, concept of absolute and relative cell reference. Using various built - in- functions mathematical, statistical, logical and finance functions, Goal seeking and back solver tools, using graphics and formatting of worksheet, sharing data with other desktop applications, strategies of creating error -free worksheet.
9. **Introduction to Accounting packages** : Preparation of Vouchers, invoice and salary statements, Maintenance of inventory records; Maintenance of accounting books and final accounts; Financial reports generation. Practical Knowledge on Wings Accounting and Wings Trade (Softwares) Talley. etc.
10. **Introduction to Statistical Packages** : Usage of statistical packages for analyses in research-Lotus and Excel, SPSS, SYSTAT.

Reference

- Date. C.J. An Introduction to Datebase Systems, Addison Wesley, Massachusets.
- Dienes Sheila S: Microsoft office, Professional for Windows 95; Instant Reference BPB Publication New Delhi.
- Mansfield, Ron: The compact Guide to Microsoft Office, BPB Publication New Delhi.
- Morton Peter, Working with IBM -PC BPB Publication, Delhi

- O'Brian, J.A. Management information System, Tata McGraw Hill New Delhi.
- Ullman J.O. Principles of Database Systems, Galgotia Publication, New Delhi.

Optional Group - V-E- Commerce

~~AM 1665~~ ~~AL 6699~~ ~~8647~~ M.M.100

MC 2.72 INFORMATION TECHNOLOGY IN BUSINESS ~~4627~~

Objective The objective of the course is to familiarise students with the innovations in information technology and how it will affect conduct of businesses.

Course Inputs

1. **Information Revolution and Information Technology Deployment of IT in Business** : Basic features of inventions in information technology, changes brought about in business environment; its effects on social fabric, businesses and environment; Invention of writing; written book; 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).
2. **Electronic Data Interchange (EDI)** : EDI Concept basics, and standards EDI in action' Financial EDI (FEDI); FEDI for International 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.
3. **The Internet and its Basic Concepts** : Internet Introduction, evaluation, 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; Internet Protocol Suite in the Internet environment; Domain Name system (DNS) Domain Name Service (DNS) Generic top-level domain (gTLD) Country code top level domain (ccTLD); India Allocation of second-level domains IP address; Internet protocol; Applications of Internet in business education, governance etc.
4. **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

A-1606

standardisation (ISO) Application Layer, Presentation Layer, Session Layer, Transport Layer; Network Layer, Datalink 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 (E-Mail); Usenet & Newsgroup; File Transfer protocol (FTP); Telnet, Finger, Internet Chat (IRC) Frequently Asked Questions (FAQ); The World Wide Web Consortium (W3C); Concept and evolution; Standardising the Web W3C Members W3C recommendations. Browsing and searching Browsing and information retrieval.

5. **Exploring World Wide Web: Exploring the world Wide Web; Architecture of World Wide Web; Hyperlink** : Hypertext mark up Languages (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 (XSL); Tips for designing web pages.
6. **Security of Data/ Information; Security Network Security**: PINA Factor (Privacy, Integrity, Non-Repudiation, Authentication); SSL Encryption Digital Signature Digital Certificate Server Security Firewall, Password, Bioetrics, Payment Security; Virus Protection Hacking.
7. **Web Browsing and Search Engines: Browsers** : Basic Functions of Web Browsers; Browsers with advanced facility; Internet explore; 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/directories; Guidelines for effective searching; A general Approach to searching

Reference

- Agarwala Kamlesh N. and Agarwala Deeksha; business on the net introduction to E-Commerce; MacMillan India New Delhi.
- Agarwala kamlesh, N. and Agarwala Deeksha, Bridge to Online Storefront: Macmillan India, New Delhi.
- Agarwala Kamlesh, N.: Internet Banking Macmillan India, New Delhi.

- Agarwala Kamlesh N: and Prateek Amar Agarwala WAP the Net : An Introduction to Wireless Application protocol MacMillan India. New Delhi.
- Austin; Using the Internet, Macmillan India, New Delhi.
- Bajaj kamlesh K. and Nag Debjani: E- commerce: The cutting Edge of Business. Tata McGraw Hill, New Delhi.
- Douglas E. Comer, Computer Networks and Internets; Pearson Education Asia.
- Edwards, Ward and Bytheway: The Essence of Information Systems; Prentice Hall India, New Delhi.
- Kanter; Managing with Information: Prentice Hall India, New Delhi.
- Minoli Daniei, Minoli Emma Web Commerce Technology hand book Tata McGraw Hill, New Delhi.
- Minoli Daniel, Internet & Intranet Engineering. Tata Mc Graw Hill, New Delhi.
- Tiwari Murli D. Education and E- Commerce .Macmillan India. New Delhi.
- yeats: Systems Analysis & Design ,Macmillan India, New Delhi.
- Deepak Bharihoke, Fundamentals of informations Technology Excel Books New Delhi.

Optional Group - V-E- Commerce

~~AM 1666~~ ~~AL-6700~~ M.M.100
MC 2.73 E-COMMERCE , 8648 ~~4638~~ A-1607

Objective The Objective of this course is to enable students gain knowledge about e-commerce and its various components.

Course Inputs

1. **Introduction to E-Commerce** : Meaning and concept :Electronic Commerce versus traditional commerce; Media Convergence; E-Commerce and E- business ,Channels of e- commerce, Business applications of e- commerce; Need for e-Commerce ,E-commerce as an electronic trading system special features.
2. **Internet concept and Technologies** : Concept and evolution of Internet : Web technologies - global publishing concept, inversal reader concept and client server concept. Hypertext Publishing and hypertext information network ;Benefits of hypertext ,URLs. HTTP, HTTPD Servers, HTML, HTMLForms and CGI Gateway services.

3. **Business models of E- Commerce and infrastructure** : E-Commerce models: Supply chain management product and service digitisation, remote servicing, procurement, Online marketing and advertising: E -Commerce resoures and infrastructure ,resoures and planning for intrastrature.
4. **Business to consumer Commerce** : Cataloguing, order planning and order generation, cost estimation and pricing, order receipt and accounting, order selection and prioritisation, order scheduling order fulfilling and delivery, order billing and payment management. Post sales services.
5. **Web- site Design** : role of web site in B2C E -Commerce ;Web site strategies and web -site design principles .Push and pull technologies, alternative methods of customer communication.
6. **Electronic Payment System** : Special features required in payment systems for E -Commerce : Types of Payment systems: E -cash and currency servers, E- cheques, credits cards, smart cards, electronic purses and debit cards. Business issues and economic implications; Operational, credit and legal risks of E-payment systems : Risk Management Optional in E-Payment system's components of an effective electronic payment system.
7. **Business to Business E -Commerce** : Need and alternative models of B2B E -Commerce ,Technologies, EDI and paperiess trading; EDI architecture, EDI Standards, VANS, Costs of EDI Infrastruture, features of EDI service arrangement, Internet based EDI and FIP based messaging.
8. **E - Business** : Workflow management, mass customization and product differentiation; Organisation restructuring; Integrated logistics and distribution: Knowledge management issues and role of E -Commerce Infrastructure.
9. **Internet Protocol** : Layers and networking ,OSI layering and TCP layering TCP, UDP, Ip, DNS, SLIP , and PPP, Emerging scenario in ISP.
10. **Security Issues in E -Commerce** : Security risks of E -Commerce exposure of resources, types of threats sources of threats, security tools and risk - management approach, E -Commerce security and a rational security policy for E -Commerce ; Corporate Digital Library : I T Act 2000.
11. **Regulatory and Legal Framework of E -Commerce** : Cyber laws -aims and salient provisions: Cyber- laws in India and their limitations : Taxation issues in E -Commerce.

- 12. Multi -Media and E -Commerce :** Concept and role of Multimedia. Multi - Media technologies, Digital video and digitisation of product and customer communication, Desktop video conferencing and marketing; Broadband networks and related concept ISDN ATM Cell relay.

Reference

- Agrawal, K.N. Deeksha Agarwala : Business on the Net: What's and How's of E -Commerce MacMillan , New Delhi.
- Agarwala, K.N. and Deeksha agarwala: Business on the Net: Bridge to the Online Store from: MacMillan New Delhi.
- Ady Glcc Harrab and McGregor Pat: Maturing the internet BPB Publication , New Delhi.
- Diwan Prag and Sunil Sharma: Electronic Commerce: A Manager's guide to E -Business, Vanity Books International , Delhi.
- Janai D.S: On Line Marketing Hand Book, Van Nostrand Reinhold, New York.
- Koshw Dawid: Understanding Electronic Commerce, Microsoft Press, Washington.
- Minoli and Minoli : Web Commerce Technology Handbook, Tata Mc Graw Hill New Delhi.
- Schneider Gary P: Electronic Commerce, Course Technology, Delhi.
- Young, Margaret Levine: The complete Reference to Internet. Tata McGraw Hill, New Delhi.
- O'Brain J: Management information System: Tata McGraw Hill, New Delhi.
- Parag Diwan and Sunil Sharma, E -Commerce - A Managers Guide to E- Business, Excel Books, New Delhi.