

**NORTH MAHARASHTRA UNIVERSITY,
JALGAON**



NAAC Re-accredited
'B' (CGPA 2.88)

Faculty of Commerce and Management

Syllabus Structure of

**BACHELOR OF BUSINESS MANAGEMENT
(E-COMMERCE)
(BBM- e-Commerce)**

With effect from June- 2014-15

NORTH MAHARASHTRA UNIVERSITY, JALGAON

Bachelor in Business Management (e-commerce) Structure (w.e.f. June 2014)

Course Name: Bachelor in Business Management (e-commerce)

Short Title of Degree: B.B.M. (e-commerce)

Faculty to which Assigned: Commerce and Management

Duration: 3 years full time

Pattern : semester

Examination Pattern: 60 (external) + 40 (internal)

Eligibility : Passed higher secondary examination in any stream Or
Diploma recognized by board of technical education of minimum Duration of 3
years

Medium of instruction : English

Objectives

- To prepare students for respectable career in the e-commerce, e-business, e-banking, e-governance etc. Or in business management domain where management is augmented by information communication technology.
- To develop inter-twining competence in the field of Commerce and Management, Computing Skill and Computational Tools.
- To develop students as Cyber Security expert, Information System Auditor.
- To develop the basic programming skills to enable students to build application program, websites.
- To develop the foundation for higher studies in the field of business administration, computer applications and computer management.

BBM (E-COMMERCE) PROPOSED STRUCTURE

W.E.F. 2014-15

First Year BBM (e-Commerce) – (Sem I & II) w.e.f.2014-15			
Paper	Semester-I	Paper	Semester-II
E 1.1	Foundation Course for Managers	E 2.1	Financial Accounting & Costing
E 1.2	Professional Communication I	E 2.2	Professional Communication II
E 1.3	Fundamentals of Computer & Internet	E 2.3	RDBMS
E 1.4	Business Management	E 2.4	Introduction to E-Commerce
E 1.5	Web Designing using HTML	E 2.5	Organization Behavior
E 1.6	Practical on Professional Communication I	E 2.6	Practical on Professional Communication II
E 1.7	Practical on MS- Office, Internet	E 2.7	Practical on Tally, MS-Access & E-Commerce

Second Year BBM (e-Commerce)– (Sem III & IV) w.e.f.2015-16			
Paper	Semester-III	Paper	Semester-IV
E 3.1	Mathematics and Statistics for Managers	E 4.1	C# .Net
E 3.2	E-Business & E-Governance	E 4.2	Computer Animation using Flash
E 3.3	Career Management & Counseling	E 4.3	ERP
E 3.4	Programming in C++	E 4.4	Cyber Crime and Security
E 3.5	System Analysis & Design	E 4.5	Management Information System
E 3.6	Practical on C++ & SAD	E 4.6	Practical on C# .Net & Computer Animation
E 3.7	Practical on RDBMS using Oracle & D2K	E 4.7	Practical on Scripting Language

Third Year BBM (e-Commerce)– (Sem V & VI) w.e.f.2016-17			
Paper	Semester-V	Paper	Semester-VI
E 5.1	Entrepreneurship Development	E 6.1	Marketing Management
E 5.2	Soft Skills Development	E 6.2	Introduction to Information System Audit
E 5.3	Business Economics	E 6.3	e Services Applications
E 5.4	ASP.NET	E 6.4	Java Programming
E 5.5	Field Work	E 6.5	Human Resource Management
E 5.6	Practical on ASP.NET	E 6.6	Practical on web development for E-Commerce
E 5.7	Practical on Soft Skills Development	E 6.7	Project based on E-Commerce

NORTH MAHARASHTRA UNIVERSITY, JALGAON

Faculty of Commerce & Management

(Structure of B.B.M.(E-Com.) Programme, with effect from June-2014)

Notes to Structure of B.B.M.(E-Com.) Programme

1. English medium is allowed for instructions to all the courses under this programme.
2. For all the courses (except Course No 5.5& 6.7 at Semester V& VI respectively) there shall be a semester pattern of examination (Theory / Practical) of 100 marks, comprising of external examination of 60 marks, and 40 marks for continuous internal assessment for every course.
3. For course No 5.5& 6.7 at Semester V & VI respectively , Field Work & Project has been prescribed for 100 marks, comprising maximum of 50 marks each to be awarded by an external examiner and an internal examiner, based on the field work report / project report submitted and the viva-voce thereon. The said examination is to be conducted at the end of the Vth&VIthSemester. In case of course No 5.7 & 6.7 of Semester V &VI the 60: 40 pattern will not be applicable.
There shall be External Examination (Viva-Voce) for Field Work Report and Project Report. The project must be based on e-Commerce/ e-Business / e-Governance.
4. The syllabus of each course shall be taught in 4 lectures per week during the semester.

Question Paper Pattern

Marks: 60

Time: 3hrs

- Attempt any Five.
- Each Question carries 12 marks.

Que.1	(12)
Que.2	(12)
Que.3	(12)
Que.4	(12)
Que.5	(12)
Que.6	(12)
Que.7	(12)
Que.8	(12)



North Maharashtra University, Jalgaon
Faculty of Commerce and Management
BACHELOR OF BUSINESS MANAGEMENT (E-COMMERCE)

(BBM- e-Commerce)
E 1.1 Foundation Course for Managers
w.e.f. 2014-15

Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

Objective-To Impart Basic Accounting Knowledge among students.

Unit1- Introduction to Accounting:6 Lectures

- 1.1 Financial Accounting-definition and Scope,
- 1.2 Objectives of Financial Accounting,
- 1.3 Accounting v/s Book Keeping
- 1.4 Terms used in accounting,
- 1.5 Users of accounting information
- 1.6 Limitations of Financial Accounting.

Unit 2- Conceptual Frame work:8 Lectures 2.1 Accounting Concepts, Principles and Conventions,

- 2.2 Accounting Standards-concept, objectives, benefits,
- 2.3 Brief review of Accounting Standards in India,
- 2.4 Accounting Policies,
- 2.5 Accounting as a measurement discipline, valuation Principles, accounting estimates.

Unit 3-Recording of transactions:(theory only) 10 Lectures

- 3.1 Accounting cycle,
- 3.2 Voucher system,
- 3.3 Accounting Process,
- 3.4 Journals,
- 3.5 Subsidiary Books,
- 3.6 Ledger,
- 3.7 Cash Book,
- 3.8 Bank Reconciliation Statement,
- 3.9 Trial Balance.

Unit 4- Depreciation:(theory only)

6 Lectures

- 4.1 Meaning, Objectives for providing depreciation,
- 4.2 Various methods of Calculating Depreciation
- 4.3 Elementary study of AS 6 on Depreciation Accounting.

Unit 5- Preparation of final accounts:(theory only)

10 Lectures

- 5.1 Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business.
- 5.2 Understanding of final accounts of a Company,
- 5.3 Important provisions of Companies Act, 1956 in respect of preparation of Final Accounts.

Unit 6: Corporate Banking:

8 Lectures

- 6.1 Bank Pass Book,
- 6.2 Negotiable Instruments,
- 6.3 Cheque, Discounting of Cheques, cheque presentment, chequedishonoured,
- 6.4 Current Account,
- 6.5 Overdraft,
- 6.6 Cash Credit,
- 6.7 Internet Banking,

6.8 RTGS,
6.9 NEFT.

Recommended Books

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)
2. Financial accounting: By Jane Reimers (Pearson Education)
3. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
4. Financial Accounting For Management: By Amrish Gupta (Pearson Education)
5. Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing House)



North Maharashtra University, Jalgaon
Faculty of Commerce and Management
BACHELOR OF BUSINESS MANAGEMENT(E-COMMERCE)

(BBM- e-Commerce)

E 1.2 Professional Communication I

w.e.f. 2014-15

Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To impart basic communication skills among students

- 1) Basics of Communication** **Lecture: 08**
 - a) Meaning & Objectives of communication,
 - b) Process of communication, Importance of communication, Grapevines
 - c) Steps of Effective Communication
 - d) Methods of Communication
 - i) Verbal & Non verbal
 - ii) Oral & Written
 - iii) Internal & External
- 2) Use of English Language** **Lecture: 10**
 - a) Grammatical Terms, Subject & verb Agreement
 - b) Punctuation: Commas, Semi-colons, colons, Hyphens & Dashes, Apostrophes
 - c) Basic Grammatical Rules
 - d) Tactful Use of Language: Asking for action, Handling Negatives, Talking about errors, Use of Active & Passive Voice, Techniques of Emphasis
- 3) Written Communication - I** **Lecture: 08**
 - a) Meaning, Distinction with Oral Communication, Merits & Limitations of Written communication.
 - b) Letter writing: Layout of Business letter, types & Styles of layouts, Essentials of Good Business letters
 - c) Purpose of letters: Resume, Application, Appointment. Writing Direct Messages by Manager – Delivering: Positive, Neutral & Negative Information.
- 4) Written Communication - II** **Lecture: 12**
 - a) Orders , Acknowledging orders, Changes in orders, After sales letters, Complaint Letter, Adjustment Letters, Sales Letters, Credit Letters, Status enquiries, Collection letter, Representations
 - b) E-mail –Drafting & Sending Emails
 - c) Report Writing: Meaning & Nature of Report, Formats of Reports – Formal, Informal reports, Writing Reports - Data collection, organizing, presentation of the Report.

5) Organizational Communication -I

Lecture: 05

- a) Job Applications: Covering Letter-Resume – Appointment Letter
- b) Meaning & Importance of Organizational Communication

6) Organizational Communication –II

Lecture: 05

- a) Internal communication: Notice, Circular, Memo.
- b) External Communication – Enquiries, Quotations, Bank & Financial Institutions
- c) Holding Press Conferences & Preparing Press Releases

References

1. Communication for Business – Taylor & Chandra – Pearson
2. Business Communication – Rai&Rai - Himalaya
3. Business Communication for Managers By Penrose / Rasberry / Myers, Cenage Learning.
4. Business Communication by Raman & Singh, Oxford Publication.
5. Basics of Business Communication – Lesikar&Flatley – Tata McGraw Hills
6. Business Communication – C.S. Raydu – Himalaya Publishing House
7. Business Communication Today – Bovee, Thill, Schatzman – Pearson
8. Essential Communication Skills – ShaliniAgrawal- Ane book



North Maharashtra University, Jalgaon
Faculty of Commerce and Management
BACHELOR OF BUSINESS MANAGEMENT(E-COMMERCE)

(BBM- e-Commerce)
E 1.3 Fundamentals of Computer & Internet
w.e.f. 2014-15

Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To make students well familiar with computer and internet fundamentals

1. Introduction :

Lecture: 08

History & generation of computer, Block diagram of computer system, Types of computers
Definition-Software, Hardware, Compiler, Interpreter, Characteristics&applicationsof
computer, Data Representation : Number system: decimal, binary, octal and hexadecimal,
Representation of integers, fixed and floating points, Character representation: ASCII,
EBCDIC codes

2. Memory Concepts:

Lecture: 08

Concepts of Memory cell, Types of memory, Primary-RAM, ROM, PROM,
EPROMSecondary - Magnetic disk, hard disk, CD

3. Input Output Devices:

Lecture: 08

Input devices - keyboard, mouse, scanner, web camera
Output device - printers, plotters, LCD projector

4. Algorithm & flowcharts:

Lecture: 08

Definition - Algorithm, flowchart, Flowchart symbols, Examples for constructing algorithm
and flowchart for simple programs (Minimum 5)

5. Operating System Concepts:

Lecture: 08

Definition, need and function of an operating system, Types of operating system,
Comparative study of various operating systems.

6. Introduction to Internet:

Lecture: 08

Define internet, basic concept of internet, Working of Internet, Applications of Internet,
Study of Web Browsers , Search Engines, E-mail account - Creation, sending and receiving
E-mails with attachments, Messenger Services, News Groups

References –

1. Fundamentals of computer - V. Raja Raman (PHI Publication)
2. Computer and commonsense - Roger Hunt and John Shelley (PHI Publication)
3. Internet in easy steps - Dream tech Pres



North Maharashtra University, Jalgaon
Faculty of Commerce and Management
BACHELOR OF BUSINESS MANAGEMENT(E-COMMERCE)
(BBM- e-Commerce)

E 1.4 Business Management
w.e.f. 2014-15

Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

OBJECTIVE: To familiarize the students with the basic Business Management concept & process.

- | | |
|--|--------------------|
| 1. Nature of Management | Lectures 06 |
| 1.1. Definition, Nature and Features of Management | |
| 1.2. Management-Science or Art | |
| 1.3. Management as Profession | |
| 1.4. General Principles of Management | |
| 1.5. Administration V/S Management | |
| 2. Process of Management | Lectures 06 |
| 2.1. Functions of Management | |
| 2.2. Nature of Management Functions | |
| 2.3. Functions of Various Management Levels | |
| 2.3.1 Top Level Management | |
| 2.3.2 Middle Level Management & | |
| 2.3.3 Lower Level Management. | |
| 3. Forecasting | Lectures 06 |
| 3.1. Meaning, definition, | |
| 3.2. Importance, characteristics of forecasting | |
| 3.3. Process of forecasting | |
| 3.4. Techniques of forecasting | |
| 3.5. Advantages & Limitations of forecasting. | |
| 4. Planning &Organizing | Lectures 12 |
| 4.1. Meaning, Definition & Importance of Planning | |
| 4.2. Essentials of Effective Planning | |
| 4.3. Steps of Planning | |
| 4.4. Types of Corporate Plans – Strategic & Operational Planning | |
| 4.5. Limitations of Planning | |
| 4.6. Difference between planning &forecasting | |
| 4.7. Meaning, Objectives of organizing | |
| 4.8. Principles of Organization | |
| 4.9. Span of Management | |
| 4.10. Authority & Responsibility | |
| 5. Co-ordination & Decision making | Lectures 08 |
| 5.1. Co- Ordination | |
| 5.2. The Essence of Management | |
| 5.3. Co – Ordination & Co – Operation | |
| 5.4. Techniques of Effective Co – Ordination | |
| 5.5. Steps for effective co-ordination | |

5.6. Meaning of decision making

5.7. Process of decision making

6. Modern Management Techniques

Lectures 10

6.1. Human Resource management

6.2. Event Management

6.3. Risk Management

6.4. Time Management

6.5. Disaster Management

LIST OF REFERENCE BOOKS:

1. Principles of Management: T. Ramasamy, Himalaya.
2. Principles of Management: Dr.KNatarajan&Dr.K.P.Ganeshan. Himalaya.
3. Management Process: Koontz & O'Donnell, Tata- McGraw hill publishers Delhi.
4. Management of System: By A.K. Gupta & J.K. Sharma, Mac-Millan Publication, Delhi.
5. Principles of Management: Prakash Kothari, B. J. Lathi, Atharv Publication, Jalgaon.
6. Management & Organizational Behaviour – By P. SubbaRao, Himalaya publication.
7. Business Organization & Management – By R.N. Gupta, Sultan Chand & Sons publication, Delhi.



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Faculty of Commerce and Management
BACHELOR OF BUSINESS MANAGEMENT(E-COMMERCE)
(BBM- e-Commerce)

E 1.5 Web Designing using HTML
w.e.f. 2014-15

Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To make students well familiar with Web Designing with HTML.

1) Web Designing Concepts

Lectures :8

Web Site Organization, Site Types and Architecture, Basics of Web Page Design, Navigation Theory and Practice, Site Maps

2)HTML Fundamentals

Lectures :8

Hypertext Basics, Basic Components Of HTML, Nested Tags &Key , HTML Tags,HTML, Head, And Title Tags, Meta And Body Tags, Creating HTML Code in Notepad, Viewing in a Browser.

3)Formatting Text

Lectures :8

Importance of Formatting, Paragraphs And Alignment, Bolded Text,Italicized Text, HTML Headings, Ordered List Tags and Attributes, Unordered List Tags and Attributes Nested Lists, Font Tags, Font Attributes.

4) Images And Color

Lectures :8

Web Image Formats, Image Tags And Attributes, Background Images and Color, R.G.B. Color, Html Color, Hexadecimal Color, ColorAttribute.

5) Links & Tables

Lectures :8

How Links Work, Anchor Tag And H.R.E.F. Attributes, Absolute Vs. Relative Links, Border Attribute, Image Maps, E-Mail Links, Named Anchors, Table Tags & Table Attributes, Row Attributes, Cell Attributes, Merging Rows & Columns.

6) Frames and Forms

Lectures :8

Frames, Pros And Cons Of Using Frames, Creating Framesets, Frameset Attributes & Frameset Examples, Frame Tag And Attributes ,Target Attributes, No frames Tag, Anatomy of A Form, Form Tag And Attributes, Text Boxes, Check Boxes, Radio Buttons, Menus, Text Areas, Submit and Reset Buttons

REFERENCE BOOKS:

- 1) Textbook of Web Designing By Joel Sklar, Cengage Learning Publication 2009
- 2) Web designing in Nut Shell (Desktop Quick Reference) by Jennifer Niederstublication – O'Reilly publication
- 3) Designing web navigation by James Kalbach Publication – O'Reilly publication
- 4) How to become web master in 14 days Publication – Techmedia publication



North Maharashtra University, Jalgaon
Faculty of Commerce and Management
BACHELOR OF BUSINESS MANAGEMENT (E-COMMERCE)
(BBM- e-Commerce)
E 1.6 Practical on Professional Communication I
w.e.f. 2014-15
Total Lectures: 48
[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To practically train students in using various modes of communication

It is expected that the concerned teacher is to conduct 01 practical of 03 hrs duration every week. Throughout the semester, total 15 practicals are to be conducted. A practical journal is to be maintained by the students for 40 marks. And the remaining 60 marks there will be a practical / oral examination will be conducted at the end of the semester. The student has to appear attends at least 10 minutes presentation based journal at the viva voce. The subject teacher will function as the Internal Examiner and the External Examiner will be appointed by the University. A list of specimen practicals is attached. However, creativity in carrying out these practicals on the part teacher will be appreciated.

List of Practical

- 1) Prepare Enquiry letter
- 2) Formulate Quotations
- 3) Prepare Complaint letter
- 4) Prepare Application Letter & resume
- 5) Prepare Notice
- 6) Prepare Memo
- 7) Prepare Circular
- 8) Create E-mail
- 9) Prepare Written Report
- 10) Prepare Testimonial
- 11) Prepare Banking Correspondence
- 12) Prepare Insurance Correspondence
- 13) Prepare SMS – Short Messaging Services for happy & Sad moments
- 14) Prepare Grammar Worksheet – Prepositions, Active-Passive voice
- 15) Prepare Appointment Letter



North Maharashtra University, Jalgaon
Faculty of Commerce and Management
BACHELOR OF BUSINESS MANAGEMENT(E-COMMERCE)

(BBM- e-Commerce)

E 1.7 Practical on MS- Office, Internet

w.e.f. 2014-15

Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To practically train students in using MS-Office and Internet.

MS- Office

1. Study of start button - programs, documents, settings, search, run, shutdown.
2. Various operations on folder- Creation, deletion, rename, copy, move.
3. Practical based on Ms-Word (at least 3 practical)
4. Practical based on Ms-Excel (at least 3 practical)
5. Practical based on Power point (at least 2 practical)

Internet

1. Study of Internet connectivity components line, VSAT, Broadband, Modem, IP Sharer, Hub, and Switch.
2. Study of Browsers- Internet Explorer, Fire fox, downloading of files,
3. E-mail - Creating an e-mail account, sending and receiving e-mails, using various options available on screen of e-mail account.
4. Chatting - Study of messenger services (Online messaging, sending SMS).
5. Study of various search engines and searching information on Internet

Semester 2



North Maharashtra University, Jalgaon
Faculty of Commerce and Management
BACHELOR OF BUSINESS MANAGEMENT(E-COMMERCE)

(BBM- e-Commerce)
E 2.1 Financial Accounting & Costing
w.e.f. 2014-15

Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

Objectives:-

- To Understand Accounting Standards .
- To Understand The Formation Of Public Limited Company Having Share Capital.
- To Develop Various types of Financial Statements.
- To Understand the Cost Estimation and Costing Process.

SECTION 1 – FINANCIAL ACCOUNTING

1.Accounting Standards (A) Lectures 10

- 1.1. Elementary Study of
 - 1.1.1. AS-1- Disclosure of Accounting Policies
 - 1.1.2. AS-2 – Valuation of Inventories
 - 1.1.3. AS-6 - Depreciation Accounting
 - 1.1.4. AS-10 – Accounting for Fixed Assets

Accounting for Investment (B)

- 1.2. Preparation of Investment Account for Fixed Income bearing securities.
 - 1.3. Cum-Interest Purchase, Sale & Computation of profit On Securities
 - 1.4. Ex-Interest Purchase, Sale & Computation of profit On Securities
- Refer to AS -13- Accounting for Investment.

2 Joint Stock Companies Lectures 10

- 2.1 introduction
- 2.2 Shares
 - Issue of Shares at par , discount & premium ,
 - Forfeiture , Reissue of Shares.
 - Right Issue.
- 2.3 Buy back Of Shares
 - Redemption Of Preference Shares.
- 2.4 Profit Prior to Incorporation
- 2.5 Debentures
 - Issue & Redemption.

3.Computer Software Accounting Lectures 4

- 3.1 Computers and Financial application
- 3.2 Accounting Software packages.

SECTION 2 COST ACCOUNTING

4.Fundamentals Of Costing Lectures 6

- 4.1 Basic concepts ,
 - 4.1.1 Cost, Expense, Loss,
 - 4.1.2 Costing, Cost Accounting ,
 - 4.1.3 Cost Unit, Cost Centre
- 4.2 Elements of Costs
- 4.3 Direct & Indirect
- 4.4 Classification of Costs on the basis of various criteria
- 4.5 Advantages and Limitations of Cost Accounting

5 Materials

Lectures 10

- 5.1. Importance of Materials accounting and control
- 5.2. Direct & Indirect Materials
- 5.3. Procedure and documentation of Purchasing and Storekeeping
 - 5.3.1. Purchase Requisition
 - 5.3.2. Purchase Order
 - 5.3.3. Goods Received Note
 - 5.3.4. Inspection Report
 - 5.3.5. Materials Requisition
 - 5.3.6. Materials Transfer Note and Materials Return Note
- 5.4. Economic Ordering Quantity
- 5.5. Stores Accounting
 - 5.5.1. Bin Cards, Store Ledger
 - 5.5.2. Perpetual Inventory system Pricing of Materials issues under FIFO, LIFO,
 - 5.5.3. Simple Average Method, and Weighted Average Method
- 5.6. Material levels

6. Labour Costing

Lectures 8

- 6.1 Labour
 - 6.1.1 Importance Of Labour.
 - 6.1.2 Labour Time Recording: Time Keeping & Time Booking
 - 6.1.3 Labour Remuneration
- 6.2 Methods of Labour Remuneration , Time Rate , Piece Rate
 - 6.2.1 Differential Piece Rate
- 6.3 Incentives, Bonus & Premium Wage Plans.

Books On Accounting :-

- 1. Advanced Accounting Volume 1 – Ashok Sehgal and Deepak Sehgal, Taxmann Allied Services (P) Ltd., New Delhi
- 2. Advanced Accountancy – Vol. I , R. L. Gupta & M. Radhaswamy, Sultan Chand & Sons
- 3. Fundamentals of Accounting, Dr. T. P. Ghosh, Sultan Chand & Sons
- 4. Accountancy for C.A. Foundation Course , P.C. Tulsian, Tata McGraw Hill
- 5. Advanced Accountancy Volume –I P. C. Tulsian ,Peareson Education (Singapore) Pvt. Ltd, Indian Branch, New Delhi
- 6. Advanced Accounts, M.C. Shukla, T. S. Grewal& S.C. Gupta, S. Chand & Co Ltd.
- 7. Fundamentals of Accounting, Dr. S.N. Maheshwari& Dr. S.K. Maheshwari, Vikas Publishing House, New Delhi

Books on Cost Accounting :-

- 1. Fundamentals of Cost Accounting, Dr. S.N. Maheshwari, Sultan Chand & Sons
- 2. Advanced Cost Accounting: N. K. Prasad :
- 3. Cost Accounting for C.A. , Dr. N. K. Agrawal, SuchitraPrakashan Pvt. Ltd
- 4. Cost Accounting (Problem and Theory), S. N. Maheshwari, Mahavir Publication
- 5. Cost Accounting (Methods & Problems), B. K. Bhar, Academic Publisher, Calcutta
- 6. Principles and Practices of Cost Accounting, Ashish K. Bhattacharya, A.H. Wheeler



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E 2.2 Professional Communication II
w.e.f. 2014-15

Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To train students in strongly using communication skills in business and life.

1) Barriers of Communication **Lecture: 6**

- a) Meaning, Physical/Mechanical Barriers, language Barriers, Socio-Psychological Barriers, Cross-cultural Barriers
- b) Overcoming Barriers.

2) Verbal-Nonverbal Communication **Lecture: 12**

- a) Meaning & Importance
- b) Body movements : Facial Expression, Eye contact, Gestures, Postures, Appearance, Touch
- c) Space, Time, color, Vocalization,
- d) Improving Non Verbal Communication

3) Reading & Speaking Skills, **Lecture: 06**

- a) Reading Skills: Rapid Reading, Comprehension.
- b) Speaking Skill: Speech-preparation, Guidelines for Effective speech, Negotiation, Discussion

4) Listening Skill: **Lecture: 04**

- a) Importance of listening, Listening Process
- b) Barriers of listening , Guidelines for Effective Listening.

5) Group Discussion **Lecture: 10**

- a) Meaning, Objective, Methodology of Group Discussion, Guidelines for Group Discussion, Role Function in Group Discussion, Nonfunctional Behavior, Improving Group Performance.

6) Interviews **Lecture: 10**

- a) Interview : Types, Preparation, Conducting and Appearing for interview
- b) Meeting – Planning, Agenda, Layout, Leading the meeting, Drafting Minutes of Meeting & Steps for effective meeting outcomes.

References

1. Communication for Business – Taylor & Chandra – Pearson
2. Business Communication – Rai&Rai - Himalaya
3. Business Communication for Managers By Penrose / Rasberry / Myers, Cenage Learning.
4. Business Communication by Raman & Singh, Oxford Publication.
5. Basics of Business Communication – Lesikar&Flatley – Tata McGraw Hills
6. Business Communication – C.S. Raydu – Himalaya Publishing House
7. Business Communication Today – Bovee, Thill, Schatzman – Pearson
8. Essential Communication Skills – ShaliniAgrawal- Ane book



North Maharashtra University, Jalgaon
Faculty of Commerce and Management
BACHELOR OF BUSINESS MANAGEMENT(E-COMMERCE)
(BBM- e-Commerce)
E 2.3 RDBMS
w.e.f. 2014-15
Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To prepare students in using and managing databases.

1) Database Systems

Lecture : 8

Definition of DBMS & RDBMS, File processing system Vs DBMS, Limitation of file processing system, Advantages and Disadvantages of RDBMS

2) Data Models

Lecture : 8

Relational Model, Network Model, Hierarchical Model, Entity Relationship Model

3) Integrity Constraints

Lecture : 8

Keys: Super, Candidate, Primary, Foreign Key, Entity Integrity, Referential Integrity, Integrity Constraints

4) Relational Database Design

Lecture : 8

Introduction, Normalization, Normal Form:1 NF, 2 NF, 3 NF

5) Introduction to Structured Query Language (SQL) using Oracle

Lecture : 8

Introduction to SQL & Oracle, Data types in oracle, Operators in oracle, Working with tables, Introduction to DML, TCL, DDL, DCL, Integrity constraints, Functions in Oracle, Numeric Function, Character Function, Date Function, Conversion Function, Group Function

6) Sub Queries & Joins

Lecture : 8

Sub Queries using correlated queries, view, Sequence, Set Operators, Joins, Inner joins, Equi, Non Equi, Self-join & Outer Joins

References –

1. Oracle PL/SQL by Example, Rosenweig, Pearson Education
2. Database System Concepts :- Abraham Silberschatz, Henry F. Korth & S. Sudarshan, McGraw-Hill
3. Oracle- D2K by Ivan Bayros
4. Introduction to Database Management Systems, by – AtulKahate (Pearson Education).



North Maharashtra University, Jalgaon
Faculty of Commerce and Management
BACHELOR OF BUSINESS MANAGEMENT(E-COMMERCE)
(BBM- e-Commerce)

E 2.4 Introduction to E-Commerce
w.e.f. 2014-15

Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To make students aware about E-Commerce and its Applications.

1) Fundamentals of E-Commerce Part - I **Lectures 8**

- a) Meaning & Limitations of Conventional Commerce
- b) E-Commerce Vs Conventional Commerce
- c) Origin & evolution of e- Commerce,
- d) Nature, feature, goals & need of e- Commerce
- e) Essentials of e-Commerce,
- f) Levels & Procedures of E-Commerce,
- g) Parties to E-Commerce Transactions,

2) Fundamentals of E-Commerce Part - II **Lectures 8**

- a) Advantages & Disadvantages of E-Commerce,
- b) E- Commerce Opportunities & Progress in India,
- c) Mobile Commerce (M-Commerce)
- d) E- Business & E- Commerce,
- e) E-Markets & E-Commerce,
- f) E-Commerce & Internet

3) Business Models for e-Commerce **Lectures 8**

- a) Meaning, Definition, Importance of e-Business
- b) Models based on the Nature of Transacting Parties
 - i) B2B, B2C, B2G
 - ii) C2C, C2G, & G2G
- c) Models based on Nature of Transactions
 - i) Manufacture Model
 - ii) Advertising Model
 - iii) Value Chain Model
 - iv) Brokerage Model

4) e-Payment System **Lectures 8**

- a) Traditional Payment System compared to Modern Payment System
- b) Modes of Modern Payments
 - i) PC Banking
 - ii) Credit Cards, Debit Cards, Smart Cards
 - iii) e-Cheques/ Internet Cheques
 - iv) Micro Payments, e-Cash
- c) Digital Signature
 - i) Legal position as to Digital Signature
 - ii) Procedure & working of Digital Signature Technology

- d) Risks in e-Payments
 - i) Data Protection Risk
 - ii) Risk from Mistakes & Disputes
 - iii) Managing Credit Risk
 - iv) Consumer protection Problems
 - v) Management Information Privacy

5) e-Security Part I

Lectures 8

- a) Security Concepts: Need & Importance
- b) Intruders
 - i) Attacking methods: Hacking, Cracking, Freaking
- c) Filters : Meaning & types, Definition of Fire walls
- d) Cryptology: encryption & decryption
 - i) Data encryption Standards

6) e-Security Part II

Lectures 8

- a) Cyber Crimes
- b) e-Commerce Security Solutions
 - i) e-Locking Techniques
 - ii) e-Locking Products
 - iii) e-Locking Services
 - iv) Net-scape Security Solutions

References :-

1. e-Commerce : Concepts, Models, Strategies : C S V Murthy Himalaya Publishing
2. E-Commerce, E-Business :Dr C S Rayudu : Himalaya Publishing
3. Electronic Commerce : Elias M Awad : Pearson education
4. e-Commerce : An Indian Perspective, P T Joseph SJ



North Maharashtra University, Jalgaon
Faculty of Commerce and Management
BACHELOR OF BUSINESS MANAGEMENT(E-COMMERCE)

(BBM- e-Commerce)
E 2.5 Organization Behavior
w.e.f. 2014-15

Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To prepare students in understanding various traits of Organization Behavior.

1) Introduction

- a) Definition of O.B,
- b) Key elements of O.B.
- c) Nature & Scope of O.B.
- d) Disciplines contributing to O.B.

2) Individual Perspective

- a) Personality. Concept. Determinants and Types, How Personality influences O.B
- b) Attitudes. Types, Components & Functions. Attitudes& O.B.
- c) Concept of Job Satisfaction.
- d) Perception. Definition, Basic Elements, Factors Influencing Perception, Attribution.
- e) Learning: Meaning and determinants.

3) Interpersonal Relationship

- a) Developing interpersonal relations
- b) Conflict. Meaning, Sources, Types.
- c) Intrapersonal Conflict - Role Identity, Role Perception, Role Expectation, Role Conflict.
- d) Interpersonal Conflict (Transactional Analysis and Johari Window)
- e) Aspects of Conflict (Functional and Dysfunctional)
- f) Conflict Management

4) Group Dynamics

- a) Groups in Organization, Nature, Membership, Process of Group Development, Types of Groups, Group structure
- b) Group Norms, Group Conformity, Group Cohesion, Group Size, Group Think, Group Shift.
- c) Group dynamics & Inter-group dynamics

5) Motivation and Leadership

- a) Meaning
- b) Types of Motives
- c) Theories of Motivation
 - i) Hierarchy of needs Theory
 - ii) Theory X and Theory Y
 - iii) Motivation-Hygiene Two Factor theory
 - iv) Goal Setting Theory
- d) Motivation applied - Financial and non-Financial motivators
- e) Meaning , Functions, Styles, Traits of Leadership
- f) Fielders Leadership Contingency theory
- g) Path Goal Theory
- h) Charismatic Leadership Theory

i) Ohio State Leadership Quadrants and Management Grids

6) Change management and Development

- a) Why organization changes? Planned change, Resistance to change, Managing resistance to change
- b) Meaning of Organization development, Characteristics, Objectives
- c) Work Stress: Meaning of stress, Nature and sources of stress, consequences of stress, coping strategies for the stress, stress and task performance

Reference Books

- 1. Organization Behavior – K. Ashwathappa, Himalaya Publications
- 2. Organization Behavior – V.S.P. Rao, Excel Books
- 3. Organization Behavior – Suja R. Nair, Himalaya Publications
- 4. Organization Behavior –Stephen P . Robbins, Pearson
- 5. Organization Behavior –S.S. Khanka, S.Chand& Sons
- 6. Organization Behavior –Fred Luthans
- 7. Human Behavior at Work –Keith Devis
- 8. Organization Behavior – P G Aquinas, Excel books, New Delhi
- 9. Organization Behavior – M.N. Mishra, Vikas Publications



North Maharashtra University, Jalgaon
Faculty of Commerce and Management
BACHELOR OF BUSINESS MANAGEMENT(E-COMMERCE)
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E 2.6 Practical on Professional Communication II
w.e.f. 2014-15

Total Lectures: 48

[Total Marks: 60 External + 40 Internal =100 Marks]

Objective- To practically train students in confidently using communication skills in business and life.

It is expected that the concerned teacher is to conduct 01 practical of 03 hrs duration every week. Throughout the semester, total 15 practicals are to be conducted. A practical journal is to be maintained by the students for 40 marks. And the remaining 60 marks there will be a practical / oral examination will be conducted at the end of the semester. The student has to appear attends at least 10 minutes presentation based journal at the viva voce. The subject teacher will function as the Internal Examiner and the External Examiner will be appointed by the University. A list of specimen practicals is attached. However, creativity in carrying out these practicals on the part teacher will be appreciated.

List of Practical

- 1) Body Language
 - a) Mood Identification
 - b) Facial Expressions
 - c) Gestures
 - d) Postures
- 2) Public Speaking – Speech Preparation & Delivery
- 3) Group Discussion – Large & Small Groups
- 4) Interview
 - a) Structured
 - b) Unstructured
 - c) Telephonic
 - d) Panel / Face to Face
- 5) Negotiation Skills
 - a) Union Agreement
 - b) Price Negotiation
- 6) The student should make at least One/ Two presentation relating to a specific topic before the class during the Semester



North Maharashtra University, Jalgaon
Faculty of Commerce and Management
BACHELOR OF BUSINESS MANAGEMENT(E-COMMERCE)
(BBM- e-Commerce)
E 2.7 Practical on Tally, MS-Access & E-Commerce
w.e.f. 2014-15
Total Lectures: 48
[Total Marks: 60 External + 40 Internal =100 Marks]

Objective-To Impart Practical Training on using Tally, MS-ACCESS and E-Commerce

Practical on Tally –

1. Creation of company, Alter and Shut Company, Delete the existing company and show the company details.
2. Creation of Groups, Alter the Groups and deletion of Group and Display Groups.
3. Creation of Ledger A/c's, Display and Alter the Ledger A/c's, Deletion of Ledger a/c's.
4. Demonstrate different types of voucher entries and display Profit & Loss A/c and Balance Sheet.

Practical on MS-ACCESS –

1. Create Database and tables using wizard
2. Set relationships between tables
3. Insert data into tables
4. Create form using wizard
5. Create grouped report
6. Create summary report
7. Set password to Database for security

Practical on E-Commerce –

1. Create user account on e-commerce website like flipkart.com, amazon.com etc.
2. Browse products of interest
3. Select products of interest into shopping cart and Order products
4. Check security aspects of e-commerce website
5. Demonstrate use of different payment gateways
6. Use payment gateway on NMU website for student services