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)

(TYBBM- e-Commerce)

With effect from June- 2016-17

TYBBM (E-COMMERCE) PROPOSED STRUCTURE
W.E.F. 2016-17

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 and Management
Class – TYBBM (e-COM)

Elective paper: E-5.1 ENTREPRENEURSHIP DEVELOPMENT

Syllabus

Chap I – Introduction

1. Concept of entrepreneur, functions of entrepreneur, types of entrepreneur.
2. Concept of entrepreneurship
3. Difference between Entrepreneur & entrepreneurship
4. Entrepreneurs, Managers & Entrepreneurs
5. Meaning of entrepreneurship development
6. Factors affecting E. D

CHAP II Theories of Entrepreneurship

1. Innovation theory of Schumpeter & Imitating
2. Theory of high achievement by MCclealland
3. Efficiency theory by Leibenstein
4. Theory of profit by knight

CHAP III Women Entrepreneurs

1. Importance
2. Features
3. Importance
4. Types
5. Factors
6. Challenges

Role Models of women entrepreneurs----

1. KIRAN MUZUMDAR SHAW
2. SHAINAZ HUSAIN
3. RITU KUMR 4. EKTA KAPOR

CHAP IV Rural entrepreneur

1. Meaning of Rural entrepreneur
2. Need of rural entrepreneur
3. Problems of Rural entrepreneur
4. How to develop Rural entrepreneur

CHAP V Entrepreneurship Development Programmes

1. Concept, Importance of E. D. P
2. Need of E. D. P
3. Objectives of E.D.P
4. Methods of training programs
5. Shortcomings of E. D. P

CHAP VI Government support for E.D.P'S

1. Incentives , schemes &grand
2. Institutional supporting for E.D.P
3. DIC, SFC'S, MIDC, MSFC, MSSIDC, SIDBI, MCED, MITCO

   TECHNICAL consultancy organization
4. National small Industry corporation

CHAP VII Project Management

1. Meaning & definition of project
2. Project management process
3. Yypes of project feasibility reports
4. Technical feasibility
5. Financial feasibility
6. Marketing feasibility
7. Factors to be considered

CHAP VIII SUCCESS STORIES & Life of Innovative Entrepreneurs

1. Ratan Tat

2.   Rahul Bajaj

3.   Kirloskar

4.   Dirubhai Ambani

5.   Abasaheb Garware

Reference:
1. Dr. S.S. Khanka, Entrepreneurial Development by , S. Chand and Company
2. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House
3. Dr. C.B. Gupta, Dr. N.P. Srinivasan, Entrepreneurship Development in India, Sultan Chand and Sons
4. Robert, D.Hisrich, Michael P. Peters, Entrepreneurship, TMH
5. Rajeev Roy, Entrepreneurship, Oxford
   (Add a few from Commerce and Mgt course of ED)

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
Syllabus for
T.Y.B.B.M. (E-Com) Semester – V

Subject: E 5.2 Soft Skills Development

w.e.f. 2016-17
Total Lectures: 48
[Total Marks: 60 External + 40 Internal =100 Marks]

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Objectives:
1. Develop effective communication skills
2. Develop effective presentation skills and interview skill.
3. Introduce Goals and Techniques of Positive Thinking

1-Interview Skills: -   **Lectures 08**
a) Introduction, Types

b) Preparation before Interview

c) Steps for conducting Interview

d) Develop the Interview file

e) Common questions/Typical questions asked in Interview

f) Interview Mistakes, Tips

g) Post Interview Etiquettes

   Questions-the candidates should not ask during the Interview.

2-Group Discussion: -   **Lectures 08**
a) Meaning, Importance, Characters tested in G D, Tips

b) Skills required in G D

c) Rules for G D

d) Essential elements of G D

e) G D Etiquettes

f) Areas to be concentrated while preparing for G D

g) Initiating a G D /How to conduct G D

h) Topics for G D

3-Positive Thinking: -   **Lectures 08**
a) Meaning, Instructions and Advice
b) Nurturing creativity, Decision Making, Problem solving

c) Thinking Power-Seven steps foe dealing with doubt

d) Traits of Positive thinking and High achievers

e) Goals and Techniques of Positive Thinking

f) Enhancement of concentration through Positive thinking

g) Practicing a Positive Life Style

4-Resume/CV: -   **Lectures 08**
a) Meaning, Purpose, Types, Design, Contents, Tips

5-Stress Management:-   **Lectures 08**
a) Meaning, Effects of Stress, Causes of Work stress, Tips

6-Presentations, Meetings and Conferences: -   **Lectures 08**
a) Meaning & Tips

b) Planning your Presentation

c) Types of Meetings

d) Procedure

e) Planning your Meeting

f) Layout, Drafts, Minutes of Meetings

g) Electronic Meeting System

h) Web Conferencing/Telephone Skills **Reference Books-**

1) Business Communication-CSG Krishnamacharyulu / R Lalitha-Himaliya   Publishing House-New Delhi

2) Business Communication and Soft Skills-G S R K Balu Rao- Himaliya   Publishing House-New Delhi

3) Business Communication –Raman and Singh-Oxford Publication

4) Soft Skills-Dr K Alex-S Chand

5) An Introduction to Professional English and Soft Skills-Bikaram K Das-BPUT,Orissa

6) Soft Skills-Revised Edition- Dr K Alex-S Chand

7) Technical Writing –Sajitha Jayaprakash-Himalaya Publishing House

8) Business Communication-Rajesh Viswanathan-Himalaya Publishing House.

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Faculty of Commerce and Management
T.Y.B.B.M. (e-Commerce) : Sem-V (2016-2017) E
5.3 :- Business Economics.
60+40 Pattern –External Marks 60 +Internal Marks 40 = Maximum Total Marks – 100 Total
Lectures : 48

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1) Objectives : -

1) To acquaint students with new concepts of Business Economics.

1) To update the students about new changes brought in Business Economics.

2) To know the relevance Business Economic practices in modern competitive world.

2) To make students competent to become success in competitive examination

1. **Meaning, Nature and Scope of Business Economics.**

   Lecture :08

   1.1. Meaning and Nature of Business Economics.

   1.2. Scope of Business Economics.

   1.3. Micro Economics – Meaning and Nature.

   1.4. Macro Economics – Meaning and Nature.

2. **Demand and Supply Analysis.**

   Lecture :08

   2.1. Demand Analysis.

   2.1.1. Meaning

   2.1.2. Determinants of demands.

   2.1.3. Law of demand.

   2.2. Demand Forecasting – Meaning and importance.

   2.3. Supply Analysis.

   2.3.1. Meaning.

   2.3.2. Determinants of supply.

   2.3.3. Law of supply.

3. **Production Cost and Revenue concepts.**   Lecture :08

   3.1. Short Run Cost – Total Fixed and Total variable Cost.

   3.2. Average Cost – Average Fixed Cost and Average Variable Cost.

3.3. Marginal Cost.

3.4. Short Run and Long Run Average Cost Curves.

3.5. Revenue Concepts – Totals, Average and Marginal Revenue.

3.6. Concepts of Firm and Industry.

4. Market Structure.   Lecture :08
4.1. Meaning, Definition and Features of perfect competition, Monopoly, Monopolistic competition, oligopoly and Duopoly.

4.2. Price determination – equilibrium of demand and supply.

5. Demand and Supply of Money.   Lecture :08
5.1. Meaning and Functions of Money.

5.2. Functions of Commercial Banks.

5.3. Meaning and various Motives of demand for money.

6. National Income.   Lecture :08
6.1. Meaning.
6.2. Measuring Methods of National Income.
6.3. Difficulties in measurement of National Income.
6.4. Concepts of National Income.
6.4.1. GNP and NNP.
6.4.2. GDP and NDP.
6.4.3. Personal and Disposable Income.
6.4.4. Per Capita Income.

2) Books :-
1) Business Economics by Mishra and Puri, Himalaya Publishing House (7th Edition) 2008.
2) Business Economics by V.G. Mankar and L.Suseela Sarma, Himalaya Publishing House (2nd Edition) 2001.
3) Business Economics by D.M. Mithani and G.K. Murthy, Himalaya Publishing House (16th Edition) 2007.
4) Micro Economics by K.P.M. Sudnaram and E.N. Sudnaram, S.Chand and Sons.
5) Modern Economic Theory by K.K. Dewett, S.Chand Publication, New Delhi.
6) Introduction to positive Economics by Lipsey and Cristal, Oxford Press.
7) Macro Economics N.Gregary Mankir, Thomson Press.
8) Macro Economics by D.N. Dwived, Tata McGrow Hill.
9) Principles of Economics by D.N. Dwived, Vikas Publishing.

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FACULTY OF COMMERCE & MANAGEMENT

Bachelor of Business Management-e-Commerce Semester-V

E 5.4 ASP.NET

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Objective : To impart the knowledge of web development in students in by using ASP.NET

1. Introduction to ASP.NET [8]
- What is ASP.NET?
- Difference between ASP and ASP.NET
- Types of web sites in Visual Web Developer
- ASP.NET Web Pages Model(Single Page Model, Two Page Model)
- Advantages of Single Page Model, Advantages Code Behind Page Model

2. Objects and Controls [8]
- ASP.NET Life Cycle
- Working with Basic Web Form Controls
- HTML Server Controls
- Control Events
- Validation Controls(Required Field Validator, Range Validator, Compare Validator)
- AdRotator Controls
- Detect Browser Capabilities
- Intrinsic Objects (Request Object, Response Object, Session Object, Application Object, Server Object)

3. State Management [8]
- Page Level- View State
- User Level- Session
- Application Level-Application
- Website Level –Cookies
- Global Application Class (global. asax)
- Web Configuration File (Web. config)

4. Data Access with ADO.NET [8]
- Overview of ADO.NET Objects
- Create and retrieve Database Connections
- Sql Data Source Controls
- ASP.NET Data-Bound Controls
- Grid View, Repeater, Data List, Details View, Form View

5. Master Pages [8]
- Master Page overview
- How to Create Master Page
- Configure Content Page

6. Security and Configuration [8]
- Using the Create User Wizard control
- Using the Login Status control
- Using the Login control
- Using the Login View control

Reference Books:

1. ASP.NET - The Complete Reference, Matthew MacDonald
2. ASP.NET 4.5 IN SIMPLE STEPS (SIMPLE STEPS series), KOGENT LEARNING SOLUTIONS INC., 2013
3. Programming ASP.NET, J.Liberty, D.Hurwitz, (3rdEd), O'REILLY, 2006
4. ASP.NET and VB.NET Web Programming, by Crouch Matt J, Addison Wesley 2002.
5. www.asp.net
6. http://www.w3schools.com/

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FACULTY OF COMMERCE & MANAGEMENT

Bachelor of Business Management-e-Commerce Semester-V E 5.5

FIELD WORK

External Marks 50 + Internal Marks 50 = Maximum Total Marks: 100

Objective: – To understand the social issues in the society by carrying out a real life social project using research methodology.

FIELD WORK

1. Each student shall have to undergo a field work during 5TH Semester.

2. In the 5th semester examination student are required to carry out a Field Work individually or by group of two students. It should be compulsorily based on social problems as mentioned in the point 3. The topic should be decided with consultation and guidance of internal teacher of the Institute. The field work should be necessarily Research oriented, Innovative and Problem solving.

3. The field work should be related (Not restricted) to social issues such as -Education, Sanitation, Health, Village/cottage industry, watershed management, problems of slum area, Tribal upliftment, Rehabilitation, Andhashraddha etc….

4. The student has to write a report based on the actual Field work, get it certified by the concerned Guide/teacher that the fieldwork has been satisfactorily completed and submit TWO typed copies of the same to the Head / Director of the institute /Principal of the college. One copy of the report submitted by the student shall be forwarded to the University by the Institute.

5. Field work shall be strictly based on primary data. The Sample Size shall be minimum 100. The students are encouraged to use advance excel or spss software.

6. Field work viva shall be conducted at the end of Semester V

7. Viva Voce for one student shall be of minimum 15 minutes. The Student has to prepare Power Point presentation based on field work to be presented at the time of Viva voce.

8. The field work will carry maximum 100 marks, of which internal teacher shall award marks out of maximum 50 marks on the basis of work done by the student. Remaining marks shall be awarded out of maximum 50 marks by examining the student during Viva-voce, by the External examiner.

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FACULTY OF COMMERCE & MANAGEMENT

Bachelor of Business Management-e-Commerce Semester-V

E 5.6 Practical on ASP.NET

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Objective : To practically train students in developing web pages using ASP.NET.

1. Create an ASP .NET application using Web server controls apply appropriate Validation to it.
2. Create an ASP .NET application using Master Pages and Themes and Skins
3. Create an ASP .NET application to demonstrate binding of Grid View, Data List, Repeater, Drop Down List, Radio Button List, Check Box List Control using ADO .NET
4. Create an ASP .NET application to demonstrate Navigation controls
5. Create an ASP .NET application to demonstrate User controls
6. Create an ASP .NET application to demonstrate Web parts
7. Create an ASP .NET application using Ajax
8. Create a Sequential Workflow.
9. Create a Conditional Workflow.
10. Create a State Machine Workflow.

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FACULTY OF COMMERCE & MANAGEMENT

T.Y.B.B.M.(E-Commerce) Semester –V E-5.7 - Practical on Soft Skills Development

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

[Total Lectures: 48]

Objective: To train students to use the soft skills efficiently

- Two practicals of 03 hours each based on each unit of the Theory Paper shall be performed by the student under supervision of the subject teacher. The student shall maintain a journal of the practicals performed.
- Internal assessment - 40 marks: The students will be assessed by the subject teacher on a continuous basis and the journals maintained by the students.
- External Examination - 60 marks: An external teacher shall be appointed as per the guidelines of the University by the Principal of the concerned college as an external examiner for conducting Viva Voce and the subject teacher shall function as the Internal Examiner.
- The subject teacher is free to innovate practical exercises for improving students' performance and provide them a better learning experience.

Practical

1. Preparation and delivering a motivational speech

2. SWOT Analysis of self and a peer

3. Time Management through examples, cases, role plays, group discussions, and panel discussions

4. Preparation of 'To-do' list and action plan

5. Identifying causes and symptoms of stress of a given real/fictitious person

6. Stress Management Activity

7. Group Tasks: Two Problem Solving Tasks be given to groups of students

8. Team building activities: organizing and conducting an extempore competition (teams of students to participate in the competition)

9. Choose a contemporary leader/ any person with leadership qualities and conduct a personal interview to identify the leadership qualities and enlist them.

10. Creation of a Professional networking group using electronic media and other possible means

11. Memorizing Activities

12. Preparing a Mind Map/ Case study

T.Y.B.B.M. (E-Commerce) SEMESTER: VI
Paper: E-6.1: Marketing Management
60 + 40 Pattern: External Marks 60 +Internal Marks 40 = Maximum Total Marks: 100
Required Lectures: 48 hours

Objective:
The objective of this subject is to develop a basic understanding about the Marketing Management Concepts

1. Introduction to marketing (8)

1.1. Nature, Scope and Importance

1.2. Definition, Evolution, Marketing Orientations (Concepts)

1.3. Marketing Process, Developing the Marketing Mix, The role of marketing mix in planning and strategy

2. Marketing Environment and Marketing Research (8)

2.1. Meaning ,Concept, Importance of Environmental Analysis

2.2. Micro-environment and Macro-environment

2.3. Indian Marketing Environment-Changes in Economic System, Opportunities in Rural Market, Emergence of Organised Retailing

2.4. Marketing Research- Meaning , Objectives, Scope and Process

3. Market Segmentation (8)

3.1. Concept, Bases for segmentation

3.2. Targeting Market Segment

3.3. Concept of Product Positioning and Differentiation

4. Product and Price (8)

4.1. Product- Meaning, Classification, levels, Product Life Cycle

4.2. Product Decisions-Individual, Line and Mix, Brand-Meaning and Types

4.3. Pricing- Objectives, Factors Affecting and Strategies

5. Place (8)

5.1. Place (Channel of Distributions)- Meaning, Functions, Levels,

5.2. Selection of Channels (Channel Design), Channel Conflicts and Control,

5.3. Wholesaling-Types and Functions

6. Promotion

6.1. Promotion Mix, AIDA Model,

6.2. Integrated Marketing Communication (IMC) process,

6.3. Promotion Strategies-Push, Pull and Combined, The Five Ms of Advertising, Sales Promotion- Objectives, Types

Reference Books

1. Marketing Management- Dr. K Karunakaran, Himalaya Publishing House
2. Marketing Management- S.A. Sherlekar, Himalaya Publishing House
3. Marketing Management (Text and Cases)- SHH Kazmi, Excel Books
4. Principles of Marketing (A South Indian Perspective)- Philip Kotler, Gary Amrstrong, Prafulla Agnihotri, Ehsan, Pearson
5. Marketing Management – RajanSaxena – Tata McGraw Hill

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Faculty of Commerce and Management
Syllabus for
T.Y.B.B.M (E-com) Semester – VI

Subject: E 6.2 :– Introduction to Information System Audit
W.e.f. 2016-17
Total Lectures: 48
[Total Marks: 60 External + 40 Internal =100 Marks]

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Objectives:

- To enable students to learn IS audit methods, Controls, IS Audit Management.
- To enable students to learn concepts of BCP and DRP.

1. Overview of Information System Auditing: **Lectures 08**

   a) Introduction

   b) Need For Control And Audit Of Computers
   c) Effects Of Computers On Internal Control
   d) Effects Of Computers On Auditing
   e) Foundations Of Information System Audit

2. Conducting an Information System Audit: **Lectures 08**

   a) Introduction

   b) Nature Of Controls
   c) Audit Risks
   d) Types Of Audit Procedures
   e) Steps In An Audit
   f) Auditing Around Or Through The Computer

3) Information System Audit Management: **Lectures 08** a)

   Introduction

   b) Managing The Information System Audit Function
   c) Planning Function
   d) Organising Function
   e) Staffing Function
   f) Leading Function
   g) Control Information
   h) Information System Audit Professionalism
   i) Future Of Information System Auditing

4. Introductions to Information Assets: **Lectures 08**

   a) Classification of Information Assets

   b) Classification of users,
   c) Computer crimes, information security policy,
   d) Access control models, logical access control, network security control, securing physical access.

5. Types of Controls: Lectures 08

a) Input controls

b) process controls
c) Validation controls
d) Output controls
e) Logical access controls
f) Physical access controls
g) Database controls
h) Network controls
i) Environment controls.

6. Business Continuity & Disaster Recovery Planning: Lectures 08

a) Types of Disaster,

b) Steps in developing Business Continuity Planning (BCP).
c) Data Recovery and Data Classification,
d) Types of Backup, Technical Methods for backup
e) Audit & Evaluation of BCP.

Reference Books

1. Information System Control And Audit, Ron Weber, Pearson
2. "EDP Auditing Conceptual Foundations And Practices" by Ron Weber – McGraw-Hill publication
3. Latest CISA review manual by ISACA , USA –
4. IS audit standards and control objectives of ISAXA which are non-copyrighted and relevant , refer www.isaca.org

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FACULTY OF COMMERCE & MANAGEMENT

Bachelor of Business Management-e-Commerce Semester-VI

E 6.3 e-SERVICES APPLICATIONS

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Objectives:
• To familiarize the Students to e-Services basics
• To understand role security in Internet Transactions
• To understand and describe the unique features of e-Services technology.
• To understand various types E-Services

1. Fundamentals of e-Services   **Lectures: 12**

        1.1. E-services: concept & Meaning

        1.2. Origin of term E-service

                1.2.1. Scope & Goals

                1.2.2. Feature, Needs & functions

                1.2.3. Significance, Advantages & Disadvantages,

2. Practical Examples of E-services   **Lectures: 12**

        2.1. E-tickets, e-banking, e-business, E-security

        2.2. e-Communication

2. 2.1Meaning & Definition

2.2.2 Types of e-Communication-e-mail, blogs, data conferencing, E-bookmarks, E-   brochures,
     Online chat, Voice Mail

        2.2 Money transactions using internet –Meaning and Concept

3. E-services in Business Sector   **Lectures: 10**

3.1 E-Business-Meaning, concept & definition

        3.2 Importance of e-Technology in the e-Business Communication

        3.3 Models of e-Business Communication,

        3.4 e-Business Conferencing

                3.4.1. Audio, Documents & Telephone,

                3.4.2. Video Conferencing

4. e-Payment Systems   **Lectures: 10**

4.1. Models of Payments :

        4.1.1. Credit Cards, Debit Cards & Smart Cards

        4.1.2. e-Credit Accounts & e-Money/Cash

        4.2 Digital Signatures

                4.2.1. Legal positions of Digital Signatures

                4.2.2. Procedure & working of Digital Signature technology

        4.3 Risks and e-Payment System

                4.3.1. Data Protections, risk from mistakes and disputes

                4.3.2. Consumer protection

                4.3.3. Management Information Privacy

                4.3.4. Managing Credit Risk

5. **E-governance**   **Lectures: 04**

5.1 E-governance Meaning , concept & definition

   5.2 e-government Meaning , concept & definition

5.3 e-government types –G2G, G2C, G2E, G2B

5.4 Difference between e-governance & e-government

References -

• Handbook of Research on E-services in the Public Sector: E-Government   - Al Ajeeti , Abid Thyamb
• e-Commerce - Concepts, Models, Strategies, by C S V Murthy Himalaya Publishing House
• Basics of e-Commerce- Legal and Security Issues ISBN 81-203-2432-3 E-Commerce, EBusiness Dr C S Rayudu : Himalaya Publishing
• e-Commerce : An Indian Perspective 2nd Edition P T Josheph SJ
• Electronic Commerce: Elias M Awad, Pearson Education

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FACULTY OF COMMERCE & MANAGEMENT

Bachelor of Business Management-e-Commerce Semester-VI

E 6.4 Java Programming

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Objective: – To prepare students to acquire knowledge of programming language using Java. The students will be able to create applications in Java.

1. Introduction   [8]

- History of Java, Java as a Programming Tool
- Comparison between C++ and Java
- Advantages of Java (Simple Object oriented, distributed, secure, Architecture Neutral, Portable, Interpreted, High performance, Multithreading, dynamic).

2. Programming Basic Concepts   [8]

- Keywords and Identifiers
- Data Types
- A simple java programs, Compiling and running programs using command line and Editors.
- Command line arguments.
- Control flows (conditional statement, loops, Switch statements, break statements, Block scope)
- Input Output in Java.
- Arrays (Single Dimensional and Two Dimensional)
- String Function

3. Objects and Classes   [10]

- Introduction
- Defining a class, Adding variables, Adding methods, Creating objects.
- Constructors.
- Method Overloading.
- Static members.
- Nesting of methods.

4. Inheritance   [10]

- Inheritance, Types of Inheritance
- Interfaces.
- Method Overriding
- Abstract Classes.

- Access modifiers
- Wrapper classes
- Inner classes.

5. Exception Handling & Multithreading [8]
- Dealing with errors
- Use of Try, Catch and Finally
- Use of throw and throws
- Concept of Multithreading
- Thread Life Cycle.

6. Applet and AWT component
- Applet Life Cycle
- Applet Tag & its attributes
- AWT Containers Window, Frames
- FlowLayout, BorderLayout Manager
- AWT Basic Controls (TextBox, Label, and Button only)

Reference Books: –

1. Core JAVA 2 Vol-1 & Vol-2 by -Cay S Horstmann, Gary Cornell
2. Java by Example 1.2 -The Sun Micro Systems Press, New Delhi
3. Programming with java, A Primer by E. Balguruswamy
4. Deitel and Deitel Java How toProgram -Prentice Hall
5. Complete Reference Java -2 Edition-5 by Herberte Schildt
6. Java-2 Black Book -Publication –Tata MacGrawhill

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FACULTY OF COMMERCE & MANAGEMENT

TYBBM (e-Com) SEMESTER: VI – 6.5

Human Resource Management

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

[Total Lectures: 48]

Objectives:

The course aims to provide inputs to the students regarding importance of HRM and its various functions

1. Introduction to Human Resource Management: **06**

1.1 Meaning and definition of HRM

1.2 Nature and scope of HRM

1.3. Objectives and functions of HRM

1.4. HRM vs. Personnel Management and HRM vs. HRD

1.5. Importance of HRM

1.6. Role and qualities of Human resource manager

1.7. Challenges before HRM

2. **Human Resource Planning, Recruitment, Selection, Placement, Induction**

2.1. Human Resource Planning   **06**

2.1.1. Meaning and objectives of HRP

2.1.2. Benefits of HRP

2.1.3. Factors affecting HRP

2.1.4.Process of Human Resource Planning

2.1.5. Problems in HRP

2.2. Recruitment   **04**

2.2.1. Definitions and objectives of Recruitment

2.2.2. Factors Affecting Recruitment

2.2.3. Sources of Recruitment

2.2.4. Process of Recruitment

2.3. Selection   **04**

2.3.1. Meaning and definition of selection

2.3.2. Selection process

2.3.3. Barriersto effective selection

2.4. Placement   **02**)

2.4.1. Concept & Problems

2.4.2. How to make placement effective?

2.5. Induction   **02**

2.5.1. Concept and objective of Induction

2.5.2. Induction process

2.5.3. How to make induction programme effective?

3. Performance appraisal   **08**

3.1. Meaning, need and objective of Performance Appraisal

3.2. Methods of Performance Appraisal

3.3. Traditional Methods: Ranking, Paired Comparison, Grading, Critical Incident, Forced Choice, Checklist, Essay Evaluation, Confidential Reports

3.4. Modern Methods: MBO, BARS, The balanced score card, 360 Degree Appraisal System

3.5. Problems of Performance Appraisal

4. Training and Executive development   **06**

4.1 Difference between training and development

4.2. Meaning, need and objectives of training and executive development

4.3. Training and executive development methods: On the job and Off the job

4.4. Evaluation of the training and executive development programmes

4.5. Recent developments in training and executive development

5. Promotion, Transfer, Separation and Demotion   **04**

5.1. Promotion: Meaning, purpose, bases of promotions

5.2. Transfer: Meaning, reasons, types, policy, problems of Transfers

5.3. Separation: Meaning, reasons of separations

5.4. Demotion: Meaning, reasons, principles of demotions

6. Employee and employer relations   **06**

6.1. Meaning and Importance and objectives of industrial relations

6.2. parties to industrial relations

      6.3. Conditions for congenial industrial relations

      6.4. Meaning and need for trade unions

      6.5. Characteristics and functions of trade union

      6.6. Why decline in trade unions after globalization?

Reference books:

1. Essentials of Human Resource Management by P. SubbaRao – Himalaya Publishing House

2. Human Resource Management by Dr K. Ashwathappa – Tata McGraw Hill

3. Human Resource Management by S.S.Khanka – S Chand & Sons

4. Human Resource Management by Dr. C.B. Gupta – Sultand Chand & Sons

North Maharashtra University, Jalgaon

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FACULTY OF COMMERCE & MANAGEMENT

Bachelor of Business Management-e-Commerce Semester-VI

E 6.6 Practical on web development for E-Commerce

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Objective : To practically train students in developing web pages using for e Commerce applications and in Java Programming.

Practical based on web development for E-Commerce

1. Perform domain search.
2. Design and develop a Login Page.
3. Design a basic Homepage for organization.
4. Design Web Page to create image gallery using image and link tags.
5. Design Web Page for online admission using form tag and elements.
6. Design online shopping e Cart
7. Design and develop online order booking form with validations.
8. Develop a web page for accepting Customer Feedback Form.

North Maharashtra University, Jalgaon

(NACC Re-Accredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

Bachelor of Business Management-e-Commerce Semester-V E 6.7

Project based on E-Commerce

External Marks 50 + Internal Marks 50 = Maximum Total Marks: 100

Objective: – To prepare students to use applications of the theory and practical learned during the course. .

PROJECT WORK

1. Each student shall have to carry out the project work based on computer application in a real life situation based on the e-Commerce/ e-Business / e-Governance. A project may be carried out at any outside organization or on a sub system of an organization.

2. The project work should be carried out individually. No group work is allowed in the Project work. The project title should not be repeated.

3. The topic of the project should be decided with the consultation & guidance of an internal guide-teacher of the institute/college. The project should be necessarily innovative and problem solving. No teacher shall be entrusted with more than 15 students for guidance and supervision.

4. The student should clearly mention the need of project , database(s), files required for the project, DFD , Normalization, ERD, software used for the project, reasons for selection of that software, inputs required, outputs produced etc.

5. The application should be menu driven and should provide the facilities of storage of data, modifications in existing data, deletion of unwanted data, and viewing of data.

6. The student has to write a report based on the actual work undertaken during the vacations at the specific selected enterprise/ organization or sub system and get it certified by the concerned teacher that the Project report has been satisfactorily completed and submit TWO typed copies of the same to the Head / Director of the institute /Principal of the college.

7. One copy of the report submitted by the student shall be forwarded to the University by the Institute.

8. No student will be permitted to appear for Viva-Voce examinations, unless and until the project report is submitted within the stipulated time.