

KCE Society's

Moolji Jaitha College, Jalgaon

**"An Autonomous College Affiliated to K.B.C. North Maharashtra University
Jalgaon"**



**STRUCTURE FOR
BACHELOR OF BUSINESS
ADMINISTRATION (BBA)**

SYBBA

2020-2021

Curriculum Overview:

Program Objectives

The program is designed to achieve the following objectives.

- To develop managerial skills among students that can suit the industry requirements.
- To prepare students to take up higher education and to become business professionals.
- To develop entrepreneurial skills among students that can help them to become successful entrepreneurs.
- To prepare students to take up the responsibilities in various functional areas in organisations.
- To develop social and ethical values in students in conducting business operations.

Eligibility

Following Candidates will be eligible to get admission in BBA Course

- 1) A candidate for being eligible for admission to the Degree course in Bachelor of Business Administration shall have passed 12th Std. Examination (H.S.C. 10+2) from any stream with English as passing subject and has secured 45% marks at 12th Std.
- 2) Two years Diploma in Pharmacy after H.S.C., Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- 3) Three Year Diploma Course (after H.S.C., i.e. 10th Standard) of Board of Technical Education conducted by Government of Maharashtra or its equivalent.
- 4) MCVC

**Candidate must appear and qualify common entrance test "MJCET" conducted by the College to be eligible for admission in the BBA Program*

Duration of Program

The Program shall be of three years divided into six semesters. A candidate must complete his/her degree within Five (5) Academic years from date of his/her admission to the first semester.

Medium of Instruction

Medium of Instruction shall be in English

Attendance

A student shall be considered to have satisfied the requirement of attendance for the semester, if he/she has attended not less than 75% in aggregate of number of working periods in each of the subjects compulsorily. A student who has failed to complete the course in manner stated above shall not be permitted to take the end semester examination.

Choice based credit system in BBA Program

S E M	Core Course (DSC)	Ability Enhancement Compulsory Course (AECC)	Skill Development Course (SE)	Discipline Elective (DSE)	Specific Generic Elective (GE)
I	English/MIL Compulsory English – I Compulsory English – II	AECC Professional Communication			
	DSC – 1 A Financial Accounting & Costing – I Economics for Managers				
	DSC – 2 A Principles of Management Information Technology for Business				
II	English/MIL Compulsory English – III Compulsory English – IV	AECC Environmental Studies			
	DSC – 1 B Financial Accounting & Costing – II Business Organization & Corporate Environment				
	DSC – 2 B Business Organizational Behaviour Introduction to Marketing Management				
III	English/MIL Corporate Communication – I Practical's on Corporate Communication - I		SEC-1 Computer Fundamentals and Applications		
	DSC – 1 C Corporate Accounting – I Introduction Human Resource Management				
	DSC – 2 C Research Methodology in Business Business Mathematics & Statistics				
IV	English/MIL Corporate Communication– II Practical's on Corporate Communication - II		SEC -2 E Commerce & M Commerce		
	DSC – 1 D Management Accounting Introduction to Financial Management				
	DSC – 2 D Production and operations Management Business Laws				
V			SEC -3 Case Studies in Management	DSE 1 A Paper I From Elective GRP A/B/C Paper II From Elective GRP A/B/C	GE – 1 Direct Taxes – I Stock & Commodity Markets
				DSE 2 A Small Industry Management & Entrepreneurship International Business Management	
VI			SEC -4 Cyber Securities & Laws	DSE 1 A Paper III From Elective GRP A/B/C Paper IV From Elective GRP A/B/C	GE – 1 Indirect Taxes – I Mercantile Laws
				DSE 2 A Project Report	

Course Structure

Second Year Bachelor of Business Administration (2020-21)

SYBBA SEM III	Subject Code	Theory	Credits
English	BBA 231	Corporate Communication – I	03
	BBA 232	Practical's on Corporate Communication - I	03
DSC – 1 C	BBA 233	Corporate Accounting	03
	BBA 234	Introduction Human Resource Management	03
DSC – 2 C	BBA 235	Research Methodology in Business	03
	BBA 236	Business Mathematics & Statistics	03
SEC - 1	BBA 230	Computer Fundamentals and Applications	02
		TOTAL CREDITS	20

SYBBA SEM IV	Subject Code	Theory	Credits
English	BBA 241	Corporate Communication – II	03
English / MIL	BBA 242	Practical's on Corporate Communication - II	03
DSC – 1 D	BBA 243	Management Accounting	03
	BBA 244	Introduction to Financial Management	03
DSC – 2 D	BBA 245	Production and operations Management	03
	BBA 246	Business Laws	03
SEC - 2	BBA 240	E Commerce & M Commerce	02
		TOTAL CREDITS	20

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School of Commerce and Management

Syllabus of BBA 2020-21

Semester - III

BBA231: Corporate Communication - I

60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75

Required Lectures 45 (45 Hours)

A) Title of Paper	Corporate Communication-I
B) Course Objectives	<ul style="list-style-type: none"> To enable students to use English language in various contexts. To introduce the contextual vocabulary to students. To inculcate human values among students.
C) Level of Knowledge Expected	Introductory knowledge
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none"> Each Lecture shall be of 1 hour duration. Question paper shall be set in English. Students have to attempt the paper in English language only. Question paper will be divided into 2 sections. <ul style="list-style-type: none"> Section 1 will consist of 4 questions, Question 1 shall be compulsory and students will have to attempt any 2 out of other 3 questions. Section 2 will consist 3 questions; students will have to attempt any 2 out of given 3 questions.
F) Course Structure	Syllabus will cover six topics as discussed in detail below

Topics	Lectures	Credits
UNIT-I:Corporate Communication <ul style="list-style-type: none"> Introduction & Definition of Corporate Communication, Communication Networks Types of Corporate Communication, Diagrammatic Presentation of Corporate Communication SWOT Analysis of Person and Product 	08	1
UNIT- II Employment Communication <ul style="list-style-type: none"> Introduction of Employment Communication, Features of employment Communication Meaning of CV, Resume and Bio-data Guidelines for constructing Good CV , Resume and Bio-data Format of CV , Resume and Bio-data Drafting format for cover letter Sample of Cover letter. 	07	

UNIT-III Management Communication <ul style="list-style-type: none"> • Introduction, Needs and importance of Management communication, Importance • Principles and Functions of effective Management communication • Purpose of Management communication, Managerial roles • Types of Management communication • Role Playing 	08	1
UNIT-IV: Feedback of Communication 10 <ul style="list-style-type: none"> • Meaning and Nature - Feedback • A two way process, Characteristics of feedback • Feedback in oral communication, Feedback in written communication • Improving Feedback, Feedback Loop, • Advantages & Disadvantages of Feedback. 	07	
UNIT-V: Group Discussion and Power point Presentation <ul style="list-style-type: none"> • Meaning and importance of Group Discussion • Characteristics of Group Discussion • Group Discussion Etiquettes • Meaning and importance of Power point presentation • Guidelines for creating effective Power point presentation • Key Elements of Power point presentation Self-Presentation in Presentations	08	1
UNIT--VI: Recent Forms of Communication <ul style="list-style-type: none"> • Introduction • Modern Forms of communication: E-Mail, Voice Mail, Tele Conferencing, Mobile ,Internet ,Intranet, Video Conferencing • Search Engine • Internet Terminology 	07	
Total	45 Hours	3 Credits

Note: 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

References:

1. Communication: C.S Rayadu,Himalaya Publishing House
2. Business Communication New Trends: Sadia Ali,Chandralok Prakashan
3. Communication Today: Ruben Ray, Himalaya Publishing House
4. "Basic Business Communication Skill For Empowering The Internet Generation" Lesikar F Lately, Tata McGraw Hill Edition.
5. "Business Communication Today", Cortland Bovee, John V Thill, Mukesh Chaturvedi, Pearson Edition.
6. "Business Communication – Building Critical Skills", Kity O Locker, Stephen Kyo Kaczmarek, Tata McGraw Hill Edition.
7. "Business Communication – Concept, Cases and Applications", P .D Chaturvedi and Mukesh Chaturvedi, Pearson Edition.
8. "Contemporary Business Communication", Scot Ober AIPD (All India Publishers and Distributors Regd)

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Semester - III

BBA232: Practical on Corporate Communication-I

60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75

Required Lectures 45 (45 Hours)

A) Title of Paper	Practical on Corporate Communication-I
B) Course Objectives	To train students to use the Corporate Communication efficiently.
C) Level of Knowledge Expected	Introductory knowledge
D) Medium of Instruction	English
E) Instructions on lectures and examination	Students have to perform all practical in the class. Students have to prepare a Journal for the practical's performed by them.
F) Course Structure	Syllabus will cover practicals on following topics.

Topics	Lectures	Credits
1. Steps of writing E-Mail 2. Preparation of Covering Letter 3. Preparation of Resume 4. Preparation of CV 5. Role playing 6. Prepare Power point presentations on any one topic 7. Group Discussion 8. SWOT Analysis of Self 9. SWOT Analysis of product 10. Management games on Feedback Communication	45	3
Total	45 Hours	3 Credits

Note: 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

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Semester - III
BBA233: Corporate Accounting
60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75
Required Lectures 45 (45 Hours)

A) Title of Paper	Corporate Accounting
B) Course Objectives	<ul style="list-style-type: none"> To enable the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act.
C) Level of Knowledge Expected	Intermediate Level Knowledge
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none"> Each Lecture shall be of 1 hour duration. Question paper shall be set in English. Students have to attempt the paper in English language only. Question paper will be divided into 2 sections. <ul style="list-style-type: none"> Section 1 will consist of 4 questions, Question 1 shall be compulsory and students will have to attempt any 2 out of other 3 questions. Section 2 will consist 3 questions; students will have to attempt any 2 out of given 3 questions.
F) Course Structure	Syllabus will cover six topics as discussed in detail below

Topics	Lectures	Credits
UNIT-I: Issue of Shares: <ul style="list-style-type: none"> Meaning. Kinds of Shares. Equal, Over and Under Subscription. Issue of shares at par and premium, prorata allotment. Problems on issue and allotment of shares 	8	1
UNIT-II: Issue of Debentures: <ul style="list-style-type: none"> Meaning. Types of Debentures. Shares vs. Debentures. Issue of Debentures (Practical Problems) 	7	
UNIT-III: Business Combination – I: Amalgamation & Absorption. <ul style="list-style-type: none"> Meaning of Amalgamation & Absorption. Purchase consideration, meaning & methods. Conditions for amalgamation in nature of merger and purchase. 	7	1

<ul style="list-style-type: none"> Accounting treatment in books of transferor and transferee company (simple practical problems) 		
UNIT-IV: Business Combination – II: External Reconstruction. <ul style="list-style-type: none"> Meaning of external reconstruction. Purchase consideration. Accounting treatment in books of transferor and transferee company (simple practical problems) 	8	
UNIT-V: Internal Reconstruction. <ul style="list-style-type: none"> Meaning Forms of reconstruction. Alteration of capital & capital reduction. Scheme for internal reconstruction of company Simple practical problems. 	7	1
UNIT-VI: Company Final Accounts: <ul style="list-style-type: none"> Meaning of Company Final Accounts Preparation of income statement and Balance Sheet as per revised Schedule (VI), Companies Act 2013. Practical Problems 	8	
Total	45 Hours	3 Credits

Note: 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

G) Course outcomes/ Skill Development	By the end of the course students will be able to <ul style="list-style-type: none"> Prepare company final accounts as per Schedule VI Pass entries relating to issue of shares and debentures Pass accounting entries relating to amalgamation & Absorption. Obtain knowledge of accounting for internal as well as external reconstruction.
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Reference Books:

- Gupta, R.L. and Radha Swamy, M. (2001). Advanced Accountancy (10th Ed). New Delhi: Sultan Chand & Sons.
- Jain & Narang. (2012). Corporate Accounting (18th Ed). Ludhiana: Kalyani Publishers
- Kumar Anil., Kumar Rajesh V. & Mariappa, B. (2011). Financial Accounting (Vol II). New Delhi: Himalaya Publishing House.
- Shukla and Grewal. (2014). Advanced Accountancy (17th Ed). New Delhi: Sultan Chand & Sons.

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Semester - III

BBA234: Introduction to Human Resource Management

60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75

Required Lectures 45 (45 Hours)

A) Title of Paper	Introduction to Human Resource Management
B) Course Objectives	<ul style="list-style-type: none">To understand meaning & importance of human resource conceptsTo analyze the role of HR manager in changing business environment
C) Level of Knowledge Expected	Basic Level Knowledge
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none">Each Lecture shall be of 1 hour duration.Question paper shall be set in English. Students have to attempt the paper in English language only.Question paper will be divided into 2 sections.<ul style="list-style-type: none">Section 1 will consist of 4 questions, Question 1 shall be compulsory and students will have to attempt any 2 out of other 3 questions.Section 2 will consist 3 questions; students will have to attempt any 2 out of given 3 questions.
F) Course Structure	Syllabus will cover six topics as discussed in detail below

Topics	Lectures	Credits
UNIT-I: Introduction: <ul style="list-style-type: none">Meaning & Importance of HRM.Objective, Functions and process of HRMRole of human resource managerDuties and responsibilities of human resource manager.Organization setup- structure of human resource department.	8	1
UNIT-II: Human Resource Planning, Selection: <ul style="list-style-type: none">Meaning and importance of human resource planning.Benefits of human resource planning.Meaning of recruitment, selection & placement.Methods of recruitment and selection.Uses of tests in selection.	7	
UNIT-III: Induction & Training: <ul style="list-style-type: none">Meaning of training and induction.Objective and purpose of induction.	7	1

<ul style="list-style-type: none"> • Need for training and benefits of training. • Identification of training needs. • Methods of training 		
UNIT-IV: Performance Appraisal & Compensation <ul style="list-style-type: none"> • Meaning and objectives of performance appraisal; • Methods of performance appraisal and limitations; • Principles and techniques of wage fixation; • Job evaluation; • Compensation; meaning of compensation, objectives of compensation. 	8	
UNIT-V: Internal Mobility <ul style="list-style-type: none"> • Promotion; Purpose of promotion, basis of promotion; • Meaning of transfer; reasons for transfer, types of transfer, • Right sizing of work force; need for right sizing. 	7	
UNIT-VI: Work Environment. <ul style="list-style-type: none"> • Meaning of work environment; fatigue; implications of fatigue; causes and symptoms of fatigue; • Monotony and boredom; factors contributing to monotony and boredom; • Industrial accidents; employee safety; grievance and grievances handling; • Personnel records and personnel audits. 	8	1
Total	45 Hours	3 Credits

Note: 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

G) Course outcomes/ Skill Development	By the end of the course students will be able to <ul style="list-style-type: none"> • Prepare company final accounts as per Schedule VI • Pass entries relating to issue of shares and debentures • Pass accounting entries relating to amalgamation & Absorption. • Obtain knowledge of accounting for internal as well as external reconstruction.
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Reference Books:

1. Aswathappa. (2010). Human Resource Management (6th Ed). New Delhi: Tata McGraw Hill.
2. Biswanath Ghosh. (2005). Human Resource Development and Management. Jain Book Depot.
3. C.B.Mamoria. (2012). Personnel management (21st Ed). New Delhi: Himalaya Publishing House
- Edwin Flippo. (1994). Personnel management (5th Ed). New Delhi: Tata McGraw Hill.
4. Sahni. (2005). Personnel Management (5th Ed Kalyani Publisher)
5. Subba Rao. (2011). Human Resources management (12th Ed). New Delhi: Himalaya Publishing House.

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Semester - III

BBA 235: Business Research Methodology

60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75

Required Lectures 45 (45 Hours)

A) Title of Paper	Business Research Methodology
B) Course Objectives	<ul style="list-style-type: none"> To enable students to develop a research plan including a problem statement, hypotheses, related literature and methodology. To teach the students scientific method of research and enable them to differentiate between descriptive, historical, correlational, and experimental research methods. To learn to use appropriate primary and secondary data to solve business problems.
C) Level of Knowledge Expected	Basic Level Knowledge
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none"> Each Lecture shall be of 1 hour duration. Question paper shall be set in English. Students have to attempt the paper in English language only. Question paper will be divided into 2 sections. <ul style="list-style-type: none"> Section 1 will consist of 4 questions, Question 1 shall be compulsory and students will have to attempt any 2 out of other 3 questions. Section 2 will consist 3 questions; students will have to attempt any 2 out of given 3 questions.
F) Course Structure	Syllabus will cover six topics as discussed in detail below

Topics	Lectures	Credits
UNIT-I: Introduction to Business Research <ul style="list-style-type: none"> Meaning, Objectives and Significance of business research. Characteristics of good research, Terminologies used in Research, Types of Research, Steps in the Research Process. 	8	1
UNIT-II: Research Design: <ul style="list-style-type: none"> Introduction, Meaning of Research Design, Characteristics of Good Research Design, Types of Research Design Defining Research Problems Guidelines and Criteria for Selecting a Research Problem, Formulating a Research Problem, Techniques for Formulating a 	7	

<ul style="list-style-type: none"> Research Problem Hypothesis testing: meaning, types, process of testing hypothesis 		
UNIT-III: Sample Design: <ul style="list-style-type: none"> Introduction, Importance and Advantages of Sampling, Census vs. Sample, Characteristics of Good Sample, Sampling Error, Sample Size Sampling Techniques (types), Criteria for Selection of a Sampling Technique 	7	1
UNIT-IV: Data Collection: <ul style="list-style-type: none"> Introduction, importance of data collection, Sources of Data- Primary Data Collection Techniques, Secondary Data Collection Techniques, Qualitative vs. Quantitative Data Pilot Study and its importance Guidelines for constructing questionnaire 	8	
UNIT-V: Measurement, Scaling techniques & Data Analysis <ul style="list-style-type: none"> Definition attitude, Measurement Scales: Nominal, Ordinal, Interval, Ratio Tests of Sound Measurement: Validity, Reliability, Practicality Scaling Techniques: Rating Scales, Ranking Scales. Univariate analysis(frequency tables, bar charts, pie charts, percentages), Bivariate analysis – Cross tabulations and testing of hypothesis. 	7	1
UNIT-VI: Research Paper & Report Writing: <ul style="list-style-type: none"> Layout of a Research Paper, When and where to publish? (Journals, Impact factor of Journals) Ethical issues related to publishing, Plagiarism Significance, types of reports, Layout of SIP report, Appendix norms for using Index and Bibliography 	8	
Total	45 Hours	3 Credits

Note: 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

G) Course outcomes/ Skill Development	By the end of the course students will be able to <ul style="list-style-type: none"> Prepare company final accounts as per Schedule VI Pass entries relating to issue of shares and debentures Pass accounting entries relating to amalgamation & Absorption. Obtain knowledge of accounting for internal as well as external reconstruction.
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Reference Books:

1. Research Methodology- C R Kothari, Vishwa Prakashan
2. Business Research Methods- William G Zikmund, Thomson.
3. Research Methods- William M C Trochim, Biztantra.
4. Marketing Research- A Parasuraman, Dhruv Grewal, Biztantra
5. Methodology of Research in Social Sciences- O R Krishnaswami, M Ranganatham, HPH.

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Semester - III

BBA236: Business Mathematics & Statistics

60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75

Required Lectures 45 (45 Hours)

A) Title of Paper	Business Statistics
B) Course Objectives	<ul style="list-style-type: none"> To impart working knowledge in statistics and improve the managerial decision making skills of the students.
C) Level of Knowledge Expected	Basic Level Knowledge
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none"> Each Lecture shall be of 1 hour duration. Question paper shall be set in English. Students have to attempt the paper in English language only. Question paper will be divided into 2 sections. <ul style="list-style-type: none"> Section 1 will consist of 4 questions, Question 1 shall be compulsory and students will have to attempt any 2 out of other 3 questions. Section 2 will consist 3 questions; students will have to attempt any 2 out of given 3 questions.
F) Course Structure	Syllabus will cover six topics as discussed in detail below

Topics	Lectures	Credits
UNIT-I: Introduction to Statistics: <ul style="list-style-type: none"> Meaning of Statistics, Importance and Limitations of statistics. Meaning of data, raw data, Primary data, Secondary data. Variable and attribute, Types of variable: - districts and continuous Meaning of Population and sample, Introduction to methods of sampling: - simple random sampling and stratified random sampling 	8	1
UNIT-II: Univariate Data Analysis <ul style="list-style-type: none"> Introduction; Measures of Central Tendency; Arithmetic mean (simple and weighted), Median and mode, partition values. Measures of Dispersion; range, quartile deviation, standard deviation, coefficient of variation. 	7	
UNIT-III: Bivariate Data Analysis <ul style="list-style-type: none"> Meaning; Correlation; Karl Pearson's coefficient of correlation, Spearman's rank correlation; Regression analysis. 	8	1
UNIT-IV: Time Series:		

<ul style="list-style-type: none"> • Meaning and components; • Measurement of trend values using moving average and least square method. 	7	
UNIT-V: Index Numbers <ul style="list-style-type: none"> • Classification; construction of index numbers; • Methods of constructing index numbers; simple aggregate method; simple average of price relative method; weighted index method; • Laspeyre’s method; Paasche’s method; Fischer’s ideal method, consumer price index number. 	7	1
UNIT-VI: Classification and Tabulation of Data & Use of Excel <ul style="list-style-type: none"> • Meaning of classification and tabulation. • Distinction between classification and tabulation. • Construction of table: one way and two way tables. • Classification of raw data according to values of a variable. • Steps by Step procedure to use Mathematical, Statistical & Numerical Functions. (Simple numerical problems illustrating commercial application) 	8	
Total	45 Hours	3 Credits

Note: 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

G) Course outcomes/ Skill Development	By the end of the course students will be able to <ul style="list-style-type: none"> • Obtain Basic understanding of Statistics • Perform analysis of data using various statistical tools. • Carry out statistical operation using MS Excel
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Reference Books:

1. Gupta, S.P. (2006). Statistical Methods. New Delhi: Himalaya Publishing House.
2. Sathyaprasad, B.G. & Chikkodi. (2013). Quantitative methods for business - II. New Delhi: Himalaya Publishing House.
3. Rajesh.S. Rajaghatta and Gangadharappa. N.H. (2014), Quantitative methods for business – II, Kalyani Publishers.
4. Aggarwal. S.L. and Bhardwaj.S.L. (2011), Business Statistics, Kalyani publishers
5. Sharma.J.K (2015), Fundamentals of business statistics, Vikas publishing house Pvt. Ltd

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Semester - III

BBA230: Computer Fundamentals and Applications

40+10 Pattern: ESE 40 Marks CIA 10 Marks Maximum Total Marks 50

Required Lectures 30 (30 Hours)

A) Title of Paper	Computer Fundamentals and Applications
B) Course Objectives	<ul style="list-style-type: none">• To study the office tools concepts and learn• To know the process of office working in real life.• To give the practical knowledge of office tools to the students.
C) Level of Knowledge Expected	Basic Knowledge of Computer.
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none">• Each Lecture shall be of 1 hour duration.• Question paper shall be set in English. Students have to attempt the paper in English language only.• Question paper Attempt any 5 out of 8.
F) Course Structure	Syllabus will cover Four topics as discussed in detail below

Topics	Lectures	Credits
UNIT-I – Office tools for Word <ul style="list-style-type: none">• Different format basic text, font, color, size, alignment• Working with page layout• Working with tables• Use of list , Symbols, clip art, pictures	7	1
UNIT-II- Office tools for Workbook <ul style="list-style-type: none">• Different Working with data• Working with various calculation• Use of Macro• Use of If function with calculation	8	
UNIT-III- Office tools for PowerPoint <ul style="list-style-type: none">• Introduction to PPT• Creating and add slides, apply color and themes• Working with font, alignment, picture, chart data• Working with table• Different Slide effects	8	
UNIT-IV- Office tools for access <ul style="list-style-type: none">• Applications of DBMS, Overview of DBMS	7	

,Components of DBMS <ul style="list-style-type: none"> • Creating tables, data types, Controls • Design form, report 		
Skill based Practical's <ol style="list-style-type: none"> 1. Demonstrate to mail merge to invitation of conference (min 10) 2. Creating identity card in word. 3. Create Data entry form in worksheet. 4. Demonstrate automatically transfer & Save data from one sheet to another in excel . 5. Use of Macro. 6. Create your business related PPT. 7. Creating video clip in PPT. 8. Demonstrate to design form of Order System. 9. Demonstrate to create table & format reports. 		
Total	30 Hours	2 Credits

Note: 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

G) Course outcomes/ Skill Development	By the end of the course students will be able to <ul style="list-style-type: none"> • Enter basic office tools. • Use simple operations. • Obtain basic knowledge of data entry.
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Reference Books:

- 1) Office 365 All-in-One For Dummies (For Dummies (Computer/Tech)) 1st Edition by Peter Weverka (Author), Timothy L. Warner
- 2) Excel Formulas & Functions For Dummies 5th Edition by Ken Bluttman
- 3) Microsoft Excel 2019 Formulas and Functions (Business Skills) 1st Edition by Paul McFedries
- 4) Access 2016 For Dummies 1st Edition by Laurie Ulrich Fuller
- 5) First Look Microsoft Office® 2010 (Katherine Murray),2010
- 6) PowerPoint 2010 Advanced: Slides, Animation and Layouts Stephen Moffat, BookBoon 2010

SEMESTER

IV

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Semester - IV

BBA241: Corporate Communication-II

60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75

Required Lectures 45 (45 Hours)

A) Title of Paper	Corporate Communication-II
B) Course Objectives	To enable students to use English language in various contexts. To introduce the contextual vocabulary to students. To inculcate human values among students.
C) Level of Knowledge Expected	Introductory knowledge
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none">• Each Lecture shall be of 1 hour duration.• Question paper shall be set in English. Students have to attempt the paper in English language only.• Question paper will be divided into 2 sections.<ul style="list-style-type: none">• Section 1 will consist of 4 questions, Question 1 shall be compulsory and students will have to attempt any 2 out of other 3 questions.• Section 2 will consist 3 questions; students will have to attempt any 2 out of given 3 questions.
F) Course Structure	Syllabus will cover six topics as discussed in detail below

Topics	Lectures	Credits
Unit-I Oral Communication <ul style="list-style-type: none">• Introduction of Oral Communication• Features & Principles of effective oral communication• Advantages and Limitation of Oral Communication• Introduction of Listening• Objectives of listening and advantages of listening• Introduction to seminar• Features and objectives of seminar• Types of seminar	08	1
UNIT-II: Non-Verbal Communication <ul style="list-style-type: none">• Body Language: Meaning, Features/Characteristics, Advantages & Disadvantages.• Paralanguage: Meaning, Features/Characteristics, Advantages & Disadvantages.• Space Language: Meaning, Features/Characteristics, Advantages &	07	

<ul style="list-style-type: none"> Disadvantages. Time Language: Meaning, Features/Characteristics, Advantages & Disadvantages. Haptics: Touch Language: Meaning, Features/Characteristics, Advantages & Disadvantages. 		
UNIT-III :-Effective Meetings : <ul style="list-style-type: none"> Agenda Procedure Minutes Follow up Actions-Action Taken Report UNIT- IV EMPLOYABILITY AND CORPORATE SKILLS <ul style="list-style-type: none"> Interview skills – Types of interview, preparation for interview, mock interview, Time management and effective planning – identifying barriers to effective time management, Stress management – causes and effect, coping strategies – simple physical exercises, simple Yoga and Meditation techniques, Relaxation techniques, stress and faith healing, positive forces of nature, relaxation by silence and music. Decision making and Negotiation skills, Team work, development of leadership qualities 	08	1
UNIT-V:Personality Development– <ul style="list-style-type: none"> Meaning & Nature Personality Development, Features of Personality Development Stages of Personality Development, Learning Skills; Adaptability Skills. UNIT-VI: Network Communication <ul style="list-style-type: none"> Concept of Networks: Meaning and Nature of Computer Networking Features of Networking, Advantages of Networking, Classification of Networking : LAN, WAN, Internet, Extranet and Intranet 	08	1
	07	
Total	45 Hours	3 Credits

Note: 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

References:

1. Communication: C.S Rayadu,Himalaya Publishing House
2. Business Communication New Trends: Sadia Ali,Chandralok Prakashan
3. Communication Today: Ruben Ray, Himalaya Publishing House
4. Business Communication: Shipra Chawala.
5. Technical Communication: principles and practice, Meenakshi Raman and Sangieeta Sharma, Oxford University Press
6. Business Communication, Meenakshi Raman and Prakash Sing, Oxford University Press
7. Business Communication: Board of studies ,The institute of Chartered Accountants of India

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Semester - IV

BBA242: Practical on Corporate Communication-II

60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75

Required Lectures 45 (45 Hours)

A) Title of Paper	Practical on Corporate Communication-II
B) Course Objectives	To train students to use the Corporate Communication efficiently.
C) Level of Knowledge Expected	Introductory knowledge
D) Medium of Instruction	English
E) Instructions on lectures and examination	Students have to perform all practical in the class. Students have to prepare a Journal for the practical's performed by them.
F) Course Structure	Syllabus will cover practicals on following topics.

Topics	Lectures	Credits
1. Word Description Activity(Non-Verbal communication activity) 2. Prepare Notice 3. Prepare Agenda 4. Personal Interview: Pre-Interview Preparations, Preparation Facing Personal Interview Questions 5. Time Management activities 6. Personality Development Workshop by Various Activities 7. Team Building Activities 8. Stress Management activity: a. Name some of the things that stress you out. b. What kinds of signs do people show when they're experiencing stress? c. How does your body react to stress? d. What's the difference between good stress and bad stress? Give some examples of each. e. Name some ways students can manage or ease stress 9. Group Discussion Public Speaking – Speech Preparation & Delivery. 10. Practical on Negotiation Skills.	45	3
Total	45 Lectures	3 Credits

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Semester - IV

BBA243: Management Accounting

60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75

Required Lectures 45 (45 Hours)

A) Title of Paper	Management Accounting
B) Course Objectives	<ul style="list-style-type: none">To enable the students to interpret financial statements.To enable students to take management decision based on analysis of financial statements.
C) Level of Knowledge Expected	Intermediate Level of Knowledge
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none">Each Lecture shall be of 1 hour duration.Question paper shall be set in English. Students have to attempt the paper in English language only.Question paper will be divided into 2 sections.<ul style="list-style-type: none">Section 1 will consist of 4 questions, Question 1 shall be compulsory and students will have to attempt any 2 out of other 3 questions.Section 2 will consist 3 questions; students will have to attempt any 2 out of given 3 questions.
F) Course Structure	Syllabus will cover Six topics as discussed in detail below

Topics	Lectures	Credits
UNIT-I: Introduction to Management Accounting <ul style="list-style-type: none">Meaning; nature and scope of Management Accounting;Evolution of Management Accounting;Cost Accounting vs. Management Accounting vs. Financial Accounting;Limitations of management accounting	8	1
UNIT-II: Analysis of Financial Statements- I <ul style="list-style-type: none">Analysis of financial statements; comparative statements; comparative income statement; comparative balance sheet;Common size statements; common size income statements; common size balance sheet;Trend percentages; reporting to management; management decision and analysis.	7	
UNIT-III: Analysis of Financial Statements- II <ul style="list-style-type: none">Ratio analysis: meaning and significance; classification of ratios;Problems on ratio analysis;Preparation of trading and profit and loss accounts and balance sheet with the help of accounting ratios.	8	1

UNIT-IV: Fund Flow Statement <ul style="list-style-type: none"> • Meaning of fund and funds flow analysis; • Advantages of fund flow statements and limitations; • Preparation of funds flow statement (Simple Practical Problems) 	7	
UNIT-V: Cash Flow Statement <ul style="list-style-type: none"> • Meaning; advantages of cash flow statements and limitations; • Distinction between fund flow and cash flow statement; • Preparation of cash flow statement (as per Accounting Standard-3). • Simple Practical Problems 	7	1
UNIT-VI: Budgetary Control <ul style="list-style-type: none"> • Meaning; need; objectives and functions; • Advantages and limitations; classification of budgets; • Practical Problems on preparation of cash and flexible budget only. 	8	
Total	45 Hours	3 Credits

Note: 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

G) Course outcomes/ Skill Development	By the end of the course students will be able to <ul style="list-style-type: none"> • Analyze the Financial Statements to identify trends in business • Prepare Fund Flow Statements • Prepare Cash Flow Statements • Prepare various types of budgets
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Reference Books:

- 1) Gowda, J. Made. (2007). Cost and Management Accounting (3rd Ed). Deep and Deep Publications
- 2) Jain and Narang. (2005). Cost and Management Accounting (6th Ed). Ludhiana: Kalyani Publishers
- 3) Pandey I.M. (2009). Management Accounting (3rd Ed). New Delhi: Himalaya Publishing House
- 4) Prabhakara Rao. (2009). Management Accounting (1st Ed). Ludhiana: Kalyani Publishers.
- 5) M.N.Arora – Management Accounting – Himalaya Publishing House.
- 6) H.R. Appannaiah, Mukund Sharma – Himalaya Publishing House.
- 7) Management Accounting – Khan Jain.
- 8) Accounting for Management – Usha Devi.N.
- 9) Sharma and Shashi Gupta. (2012). Management Accounting (3rd Ed). Ludhiana: Kalyani Publishers
- 10) Vinayakam. (1996). Management Accounting (3rd Ed). Tools and Techniques.

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Semester - IV

BBA244: Introduction to Financial Management

60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75

Required Lectures 45 (45 Hours)

A) Title of Paper	Introduction to Financial Management
B) Course Objectives	<ul style="list-style-type: none"> To give insight into financial decision making and composition of different securities in the total capital structure.
C) Level of Knowledge Expected	Basic level knowledge of financial management
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none"> Each Lecture shall be of 1 hour duration. Question paper shall be set in English. Students have to attempt the paper in English language only. Question paper will be divided into 2 sections. <ul style="list-style-type: none"> Section 1 will consist of 4 questions, Question 1 shall be compulsory and students will have to attempt any 2 out of other 3 questions. Section 2 will consist 3 questions; students will have to attempt any 2 out of given 3 questions.
F) Course Structure	Syllabus will cover Six topics as discussed in detail below

Topics	Lectures	Credits
UNIT-I: Introduction to Financial Management <ul style="list-style-type: none"> Meaning; scope of finance; Financial decisions in firm; Goals of financial management; Introduction to capitalization and capital structure; Sources of finance: capital market, money market and Forex market. 	8	1
UNIT-II: Cost of Capital <ul style="list-style-type: none"> Meaning; computation of cost of capital; Term loan; Debentures; Preference; Equity; Retained Earnings; Weighted average cost of capital (Simple Problems) 	7	
UNIT-III: Capital Structure & Leverages <ul style="list-style-type: none"> Meaning of capital structure; optimum capital structure; Factors determining capital structure; problems; Leverages - operating leverage, financial leverage, combined leverage; EBIT-EPS Analysis (Simple problems). 	8	1
UNIT-IV: Investment Decisions <ul style="list-style-type: none"> Meaning of capital budgeting; significance; capital budgeting process; 	7	

<ul style="list-style-type: none"> • Project classification and investment criteria; • Payback method; ARR Method; Net Present Value; IRR Method; Profitability Index. (Simple Problems Only) 		
UNIT-V: Dividend Decisions <ul style="list-style-type: none"> • meaning; types of dividend policies; • Factors influencing dividend policy; • Forms of dividends (Theory only). 	7	
UNIT-VI: Management of Working Capital <ul style="list-style-type: none"> • Meaning, introduction, concepts of working capital; factors influencing working capital requirements; • Importance of adequacy of working capital; components of working capital; simple problems on estimation of working capital requirements; • Cash management; receivables management and inventory management (meaning and importance only) 	8	1
Total	45 Hours	3 Credits

Note: 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

G) Course outcomes/ Skill Development	By the end of the course students will be able to <ul style="list-style-type: none"> • Understand basic financial terminology • Calculate cost of capital and optimal capital structure • Carry out basic investment and dividend decisions. • Obtain an understanding of working capital requirements of a firm
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Reference Books:

- 1) Bhalla, V.K. (2008). Investment management. New Delhi: Sultan Chand & Sons.
- 2) Maheshwari, Dr. S.N (2010), Financial Management: Principles and Practice. New Delhi: Jain Book Agency
- 3) Chandra, Prasanna. (2012). Financial Management & Practice. New Delhi, Tata McGraw Hill.
- 4) Pandey, I.M. (2013). Financial Management. New Delhi: Vikas Publications Pvt. Ltd.
- 5) Prasad, Sathya & Kulkarni, P. V (2004). Financial Management. New Delhi, Himalaya Publishing House.
- 6) Preeti Singh (2010). Investment Management Security Analysis and Portfolio Management. New Delhi: PHI Learning.
- 7) Sharma & Gupta. Financial Management. Ludhiana: Kalyani Publishers

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Semester - IV

BBA 245: Production & Operations Management

60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75

Required Lectures 45 (45 Hours)

A) Title of Paper	Production & Operations Management
B) Course Objectives	<ul style="list-style-type: none"> To understand the functional areas of production and operations management as practiced in manufacturing industries
C) Level of Knowledge Expected	Basic level knowledge of production & operations management
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none"> Each Lecture shall be of 1 hour duration. Question paper shall be set in English. Students have to attempt the paper in English language only. Question paper will be divided into 2 sections. <ul style="list-style-type: none"> Section 1 will consist of 4 questions, Question 1 shall be compulsory and students will have to attempt any 2 out of other 3 questions. Section 2 will consist 3 questions; students will have to attempt any 2 out of given 3 questions.
F) Course Structure	Syllabus will cover Six topics as discussed in detail below

Topics	Lectures	Credits
UNIT-I: Introduction to Production & Operations Management <ul style="list-style-type: none"> Meaning; objectives; Importance and functions of production & operations management; Recent trends in production management, CAD, CAM, SCM (meaning only) 	8	1
UNIT-II: Production Planning & Control <ul style="list-style-type: none"> Planning - Meaning, Objectives. Controlling - Meaning, Objectives. Production Planning & Control- Meaning, Objectives and Importance. Product Design & Product Development. Product Design - Meaning & Characteristics of a Good Product. Product Development, Factors Responsible for Product Development. 	7	1
UNIT-III: Plant Location & Layout <ul style="list-style-type: none"> Plant Location & Factors Influencing selection of a Plant Location, Alfred Weber's Theory of Industrial Location Plant Layout Meaning & Objectives, Factors Affecting Plant Layout. Types Of Plant Layout- Product or Line Layout, Functional & Process Layout, Stationary & Strata Layout, Mixed Layout, Service organization layout 	8 7	1

UNIT-IV: Materials Management <ul style="list-style-type: none"> • Meaning, Objectives of materials management; • Purchase Procedure Centralised & Decentralised • Material Handling – Meaning, Objectives, Principles, Material Handling Equipment, Guideline for effective of material handling equipment • Material Requirement Planning (MRP) • Functions of Stock Keeper. • Standardization 		
UNIT-V: Quality Control <ul style="list-style-type: none"> • Concept of Quality Control, Factor affecting Quality Control • Total Quality Management (TQM)- Elements of Total Quality Management, Tools & Technique • Quality Circles – Objectives, Characteristics of Quality Circles, • Six Sigma • Inspection – Objective, Functions • Statistical & Automated Control – Introduction, Use • Meaning & Objective of Work study • Meaning & Objective of Method Study • Meaning & Objective of Work Measurement • Techniques of Work Measurement- Time Study, Motion Study 	7	1
UNIT-VI: Productivity & Internal Control <ul style="list-style-type: none"> • Productivity- Concepts, Importance & Factors Effecting On Productivity, • Technique to Improve Productivity, Measurements of Productivity, • Distinguish Between Production & Productivity. • Meaning & Objectives of Inventory Control • Various Stock Level -Minimum Stock Level, Maximum Stock Level, Reorder Stock Level, Average Stock Level, Danger Stock Levels • Economic Order Quantity and ABC Analysis 	8	
Total	45 Hours	3 Credits

Note: 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

G) Course outcomes/ Skill Development	By the end of the course students will be able to <ul style="list-style-type: none"> • Understand concept, importance and functions of production. • Understand the importance of ideal plant location & Layout. • Obtain Knowledge about various quality control measures. • Obtain an understanding of various stock levels in inventory management.
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Reference Books:

- 1) Production & Operations Management – K. Ashwathappa & K. Shridhar Bhat- Himalaya.
- 2) Production & Operations Management - N.G. Nair – Tata Mc Graw Hill
- 3) Operations Management: Theory and Practice, Mahadevan – Pearson
- 4) Production & Operations Management – Kanishka Bedi – Oxford Press

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Semester - IV

BBA246: Business Laws

60+15 Pattern: ESE 60 Marks CIA 15 Marks Maximum Total Marks 75

Required Lectures 45 (45 Hours)

A) Title of Paper	Business Laws
B) Course Objectives	<ul style="list-style-type: none">To introduce students to legal frameworkTo familiarize students with important regulations of business
C) Level of Knowledge Expected	Basic Level Knowledge
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none">Each Lecture shall be of 1 hour duration.Question paper shall be set in English. Students have to attempt the paper in English language only.Question paper will be divided into 2 sections.<ul style="list-style-type: none">Section 1 will consist of 4 questions, Question 1 shall be compulsory and students will have to attempt any 2 out of other 3 questions.Section 2 will consist 3 questions; students will have to attempt any 2 out of given 3 questions.
F) Course Structure	Syllabus will cover six topics as discussed in detail below

Topics	Lectures	Credits
UNIT-I: Indian Contract Act, 1872 <ul style="list-style-type: none">Meaning of Proposal Offer, Agreement & ContractEssential of a Valid ContractKinds of ContractPerformance of Contract: Meaning & ConditionsDischarge of Contract: Meaning & ConditionsBreach Contract: Meaning & Conditions	8	
UNIT-II: Indian Sale of Goods Act, 1930 <ul style="list-style-type: none">Contract of Sale: Meaning & Essential ConditionsDifference between Sale and Agreement to SellConditions and Warranties: Meaning & DifferenceWhen condition is treated as WarrantyUnpaid Seller: Meaning & RightsPerformance of Contract of SaleSale by Auction	7	1

UNIT-III: Negotiable Instruments Act. 1881 <ul style="list-style-type: none"> • Meaning & Characteristics Of Promissory Note, Bill Of Exchange And Cheque. • Holder and Holder in Due Course, Privileges of Holder In Due Course • Crossing and Endorsement of Negotiable Instrument • Dishonor of Negotiable Instruments, Notice Of Dishonor, Dishonor Of Cheque and its Effects UNIT-IV: Consumer Protection Act 1986 <ul style="list-style-type: none"> • Introduction, Objectives of the Act. • Definition of the terms consumer; consumer dispute; defect; deficiency; unfair trade practices and services. • Rights of Consumers. • Consumer Redressal Agencies; District Forum; State Commission; National Commission; 	8	1
UNIT-V: FEMA 1999 <ul style="list-style-type: none"> • Objects of FEMA; definition of important terms – authorized dealer; currency; foreign currency; • foreign exchange; foreign security; • money laundering, Hawala transactions; • Directorate of Enforcement; salient features of the FEMA; offences and penalties UNIT-VI: Environment Protection Act - 1986 <ul style="list-style-type: none"> • Meaning, Objectives & Scope of the Act • Power of Central Government to Protect & Improve Environment • Location of Industries, Process & Operations. • Offences & Penalties as Regards to the Environmental Protection Act. 	7	1
Total	45 Hours	3 Credits

Note: 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

G) Course outcomes/ Skill Development	By the end of the course students will be able to <ul style="list-style-type: none"> • Prepare company final accounts as per Schedule VI • Pass entries relating to issue of shares and debentures • Pass accounting entries relating to amalgamation & Absorption. • Obtain knowledge of accounting for internal as well as external reconstruction.
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Reference Books:

1. Business Law & Mgt. By Bulchandani, Published By Himalaya Publication Bombay (2006).
2. Business Regulatory Framework By S.N. & S.K. Maheshwari, Published By Himalaya Publication Bombay (2006).
3. Business Law –By Kuchal M.C.-Published By Vikas Publishing House ,New Delhi
4. Business Law –By Kapoor .N.D. -Published By Sultan Chand And Sons New Delhi
5. Mercantile Law Including Industrial Law –By Jahangir .M.J Sethana -Published By Lakhani Book Depot –Mumbai

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Semester - IV

BBA240: E Commerce & M Commerce

40+10 Pattern: ESE 40 Marks CIA 10 Marks Maximum Total Marks 50

Required Lectures 30 (30 Hours)

A) Title of Paper	E commerce & M commerce
B) Course Objectives	<ul style="list-style-type: none"> To study the fundamental e-commerce concepts To know the process of online transaction in real life. To give the practical knowledge of online marketing, sales, advertising, advertisement.
C) Level of Knowledge Expected	Basic Knowledge of Internet and online transactions.
D) Medium of Instruction	English
E) Instructions on lectures and examination	<ul style="list-style-type: none"> Each Lecture shall be of 1 hour duration. Question paper shall be set in English. Students have to attempt the paper in English language only. Question paper will be divided into 2 sections. <ul style="list-style-type: none"> Section 1 will consist of 4 questions, Question 1 shall be compulsory and students will have to attempt any 2 out of other 3 questions. Section 2 will consist 3 questions; students will have to attempt any 2 out of given 3 questions.
F) Course Structure	Syllabus will cover Four topics as discussed in detail below

Topics	Lectures	Credits
UNIT-I – Fundamentals of e-Commerce Lecturers <ul style="list-style-type: none"> e-Commerce: Meaning & Nature. Introduction to e-Commerce - Origin, Definitions & Meaning, Scope & Goals, Feature, Needs & Functions, Significance, Advantages & Disadvantages of e-commerce, Essentials of e-Commerce, e-Commerce v/s Traditional Commerce , Technology Infrastructure for e-Commerce -Infrastructure. 	5	
UNIT-II- Business Models for e-Commerce <ul style="list-style-type: none"> e-Business: Meaning, Definitions, Importance Requirements of E-Business , e-Business Models based on the relationships of transaction parties , e-Business Models based on the relationships of transaction types , Manufacture Model, Advertising Model, Value Chain Model, Brokerage Model. Managing the e-Enterprise, Introduction e-Enterprise, Comparison between Conventional Design and E-organization, Organization of Business in an e-Enterprise. 	10	1

<ul style="list-style-type: none"> Government's support for cashless payments- Lucky Grahak Yojna for customers and Digi Dhan Vyapar Yojna. 		
UNIT-III- Classification of e-commerce <ul style="list-style-type: none"> B2C, B2B, C2C, C2G, G2G, B2G 	05	
UNIT-IV- MOBILE COMMERCE & Digital Payments (Cashless Payments) <ul style="list-style-type: none"> Introduction of M-Commerce Types of Mobile Commerce Services Mobile Marketing & Advertisement. Digital Payment System- Introduction, Advantages, Mobile Wallets, Bank Pre-Paid Cards, Point of Sale Machines, Micro ATM's ,Unified Payment Interface, Aadhar Enabled Payment System(AEPS) , Digital Signatures - Legal positions of Digital Signatures, Procedure & working of Digital Signature technology , Risks and e-Payment System 	10	1
Skill based Practical's <ol style="list-style-type: none"> Search and demonstrate any 5 commercial & Banking Websites (e-commerce) for purchasing various products. Perform a Marketing Transaction on a commercial Website. Create an UPI account. Demonstrate how to perform M-commerce Transactions Study various M-Commerce Websites. Demonstrate Billing Transactions using various Apps 		
Total	30 Hours	2 Credits

Note: 1 Credit is equal to 15 hours of study. Therefore 1 credit is earned after each 15 hours of study is completed

G) Course outcomes/ Skill Development	By the end of the course students will be able to <ul style="list-style-type: none"> Aware our basic online transaction. Use simple digital payments systems. Obtain basic knowledge of cashless transaction
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Reference Books:

- 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
- Essentials of e-commerce, Prashant publications,2016.
- e-Commerce: An Indian Perspective 2nd Edition P T Josheph SJ.
- Electronic Commerce: Elias M Awad, Pearson Education
- E-Logistics and E-Supply Chain Management - by Dimitris Folinias, Ioannis Manikas, Deryn GrahamPublisher: IGI Global