

Issue No.: 01/2016-17
Date: 19th August 2016
Department: Commerce
Circulation Details: Head of Departments/
Co-ordinators

Approving Authority:



Principal & Chairperson of Academic Board

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Signature of MR:



Dr. Moushumi Datta



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Nagindas Khandwala
College
AUTONOMOUS

Bachelor of Commerce
(B.Com)
Programme

SYLLABUS AND PAPER PATTERN
FOR F Y B COM
COM-I & COM-II
SEM-I& II

To be implemented from Academic Year- 2016-2017

Faculty of Commerce



B.Com Programme

F.Y.B.Com

(To be implemented from Academic Year- 2016-2017)

Discipline Related Elective (DRE) Courses		Discipline Related Elective (DRE) Courses	
SEM - I		SEM II	
Course Name	Credits	Course Name	Credits
Commerce I	03	Commerce II	03

Commerce I

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Business	12
2	Business Environment	11
3	Project Planning	12
4	Entrepreneurship	10
Total		45



Sr. No.	Modules / Units
1	Business
	<p>Introduction: Concept, Functions, Scope and Significance of business. Traditional and Modern Concept of business.</p> <p>Objectives of Business: Steps in setting business objectives, classification of business objectives, Reconciliation of Economic and Social Objectives.</p> <p>New Trends in Business: Impact of Liberalization, Privatization and Globalization, Strategy alternatives in the changing scenario, Restructuring and turnaround strategies</p>
2	Business Environment
	<p>Introduction: Concept and Importance of business environment, Inter-relationship between Business and Environment</p> <p>Constituents of Business Environment: Internal and External Environment, Educational Environment and its impact, International Environment – Current Trends in the World, International Trading Environment – WTO and Trading Blocs and their impact on Indian Business.</p>
3	Project Planning
	<p>Introduction: Business Planning Process; Concept and importance of Project Planning; Project Report; feasibility Study types and its importance</p> <p>Business Unit Promotion: Concept and Stages of Business Unit Promotion, Location – Factors determining location, and Role of Government in Promotion.</p> <p>Statutory Requirements in Promoting Business Unit: Licensing and Registration procedure, Filing returns and other documents, Other important legal provisions</p>
4	Entrepreneurship
	<p>Introduction: Concept and importance of entrepreneurship, factors Contributing to Growth of Entrepreneurship, Entrepreneur and Manager, Entrepreneur and Intrapreneur</p> <p>The Entrepreneurs: Types of Entrepreneurs, Competencies of an Entrepreneur, Entrepreneurship Training and Development centers in India. Incentives to Entrepreneurs in India.</p> <p>Women Entrepreneurs: Problems and Promotion.</p>



Question Paper Pattern

INTERNAL (MID-TERM) EXAM

Maximum Marks: 20

Questions to be set: 02

Duration: 30 minutes

All Questions are Compulsory

Question No	Particular	Marks
Q-1	Answer any TWO / THREE questions (05 Marks each – Conceptual testing)	10 Marks
Q-2	Match the Columns/ Fill in the Blanks	05 Marks
Q-3	Write whether statement is True or False	05 Marks

Question Paper Pattern

SEM – END EXAM

Maximum Marks: 75

Questions to be set: 05

Duration: 2½ Hrs.

All Questions are Compulsory Carrying 15 Marks each

Question No	Particular	Marks
Q-1	Answer any TWO / THREE questions From MODULE - I	15 Marks
Q-2	Answer any TWO / THREE questions From MODULE - II	15 Marks
Q-3	Answer any TWO / THREE questions From MODULE - III	15 Marks
Q-4	Answer any TWO / THREE questions From MODULE - IV	15 Marks
Q-5	a) Write whether statement is True or False b) Fill in the blank c) Match the columns	05 Marks 05 Marks 05 Marks



Reference Books for SEM – I

Commerce

- *Business Organisation Management* Maheshwari, Rajendra P, Mahajan, J.P., International Book House
- *Business Organisation*, Maheshwari, Rajendra P, Mahajan, J.P., International Book House
- *Introduction To Commerce*, Vikram, Amit, Atlantic Pub
- *A Course Book On Business Environment*, Cherunilam, Francis, Himalaya Pub
- *Business Environment*, Cherunilam, Francis, Himalaya Pub
- *Essentials Of Business Environment*, Aswathappa, K., Himalaya Pub
- *Strategic Management*, Kapoor, Veekkas, Taxmann
- *Strategic Management*, David, Fred R., Phi Learning
- *Strategic Management*, Bhutani, Kapil, Mark Pub.
- *Entrepreneurship*, Hisrich, Robert D, Mc Graw Hill
- *Entrepreneurship Development*, Sharma, K.C., Reegal Book Depot



B.Com Programme

F.Y.B.Com

(To be implemented from Academic Year- 2016-2017)

SEM - II Commerce II SERVICES SECTOR

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Concept of Services	12
2	Retailing	12
3	Recent Trends in Service Sector	11
4	E-Commerce	10
Total		45



Sr. No.	Modules / Units
1	Concept of Services
	<p>Introduction: Meaning, Characteristics, Scope and Classification of Services – Importance of service sector in the Indian context</p> <p>Basic concepts in Service Marketing: Service blue-printing, SERVQUAL, Service Triangle</p> <p>Marketing Mix Services: Services Mix, - Product, Place, Price, Promotion, Process of Services delivery, Physical evidence and people</p>
2	Retailing
	<p>Introduction: Concept of organized and unorganized retailing , Trends in retailing, growth of organized retailing in India, Survival strategies for unorganized Retailers</p> <p>Retail Format: Store format, Non – Store format, Store Planning – design & Layout</p> <p>Retail Scenario: Retail Scenario in India and Global context – Prospects and Challenges in India. Mall Management, FDI in Retailing, Careers in retailing</p>
3	Recent Trends in Service Sector
	<p>Key Services Sector: Health services – concept, types of organisations and users, Entertainment industry – concept, types of organisations and users.</p> <p>Banking and Insurance Sector: Internet Banking – Principles of Insurance, FDI and its impact on Banking and Insurance sectors in India</p> <p>Logistics: Networking – Importance – Challenges</p>
4	E-Commerce
	<p>Introduction: Features, Scope of E-Commerce-Importance and Limitations of E-Commerce, Types of E-Commerce- Basic ideas of B2C,B2B, C2C.</p> <p>Present status of E-Commerce in India: Transition to E-Commerce in India, E-Transition Challenges for Indian Corporates; on-line Marketing Research.</p> <p>Current examples of successful e-commerce Ventures: Any three or four Indian or foreign e-commerce business.</p>



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Question Paper Pattern INTERNAL EXAM

Maximum Marks: 20
Questions to be set: 02
Duration:30 minutes

All Questions are Compulsory

Question No	Particular	Marks
Q-1 A)	Write whether statement is True or False	05 Marks
B)	Fill in the Blanks (Multiple choice) / Match the columns	05 Marks
Q-2	Answer any TWO / THREE questions (05 Marks each – Conceptual testing)	10 Marks



Question Paper Pattern SEM – END EXAM

Maximum Marks: 75

Questions to be set: 05

Duration: 2½ Hrs

All Questions are Compulsory Carrying 15 Marks each

Question No	Particular	Marks
Q-1	Answer any TWO / THREE questions From MODULE – I	15 Marks
Q-2	Answer any TWO / THREE questions From MODULE - II	15 Marks
Q-3	Answer any TWO / THREE questions From MODULE - III	15 Marks
Q-4	Answer any TWO / THREE questions From MODULE – IV Of the THREE questions one question will be a case study from MODULE – IV Current examples of successful e-commerce Ventures –Answer to be application oriented	15 Marks
Q-5	a) Write whether statement is True or False b) Fill in the blank c) Match the columns	05 Marks 05 Marks 05 Marks

Reference Books for SEM – II

Commerce

- *Service Marketing, Temani, V.K., Prism Pub*
- *Service Marketing, Temani, V.K., Prism Pub*
- *Management Of Service Sector, Bhatia, B S, V P Pub*
- *Introduction To E – Commerce, Dhawan, Nidhi, International Book House*
- *Introduction To Retailing, Lusch, Robert F., Dunne, Patrick M., Carver, James R., Cengage Learning*
- *Retailing Management, Levy Michael., Weitz Barton A, Tata Mcgraw Hill*
- *Service Marketing, Jha S.M., Himalaya Publications*



F.Y.B.Com
Foundation Course – I & II
Marking Scheme (75:20:05)

Subject Name	Semester End Examination	Test	Class Participation	Total
Foundation Course I	75	20	05	100
Foundation Course II	75	20	05	100

Foundation Course – I for SEM – I of 2016 – 2017

Modules at a Glance
Foundation Course I

Sr. No.	Modules	No. of Lectures
1	Overview of Indian Society	05
2	Concept of Disparity- 1	10
3	Concept of Disparity-2	10
4	The Indian Constitution	10
5	Significant Aspects of Political Processes	10
Total		45



Sr. No.	Modules / Units
1	Overview of Indian Society
	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference
2	Concept of Disparity- 1
	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities
3	Concept of Disparity-2
	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic Differences
4	The Indian Constitution
	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution
5	Significant Aspects of Political Processes
	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics



Foundation Course – II for SEM – II of 2016 – 2017
F.Y.B.Com
Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Globalisation and Indian Society	07
2	Human Rights	10
3	Ecology	10
4	Understanding Stress and Conflict	10
5	Managing Stress and Conflict in Contemporary Society	08
Total		45



Sr. No	Modules /Units
1	Globalisation and Indian Society
	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.
2	Human Rights
	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution
3	Ecology
	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment
4	Understanding Stress and Conflict
	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict
5	Managing Stress and Conflict in Contemporary Society
	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in Society



Recommended Reference Books

- *Social and Economic Problems in India*, Naseem Azad, R Gupta Pub (2011)
- *Indian Society and Culture*, Vinita Padey, Rawat Pub (2016)
- *Social Problems in India*, Ram Ahuja, Rawat Pub (2014)
- *Faces of Feminine in Ancient , medieval and Modern India*, Mandakranta Bose Oxford University Press
- *National Humana rights commission- disability Manual*
- *Rural, Urban Migration : Trends, challenges & Strategies*, S Rajagopalan, ICFAI- 2012
- *Regional Inequilities in India* Bhat L S SSRD- New Delhi
- *Urbanisation in India: Challenges, Opportunities & the way forward*, I J Ahluwalia, Ravi Kanbur, P K Mohanty, SAGE Pub (2014)
- *The Constitution of India*, P M Bakshi 2011
- *The Problems of Linguistic States in India*, Krishna Kodesia Sterling Pub
- *Politics in India: structure, Process and Policy* Subrata Mitra, Rouutlege Pub
- *Politics in India*, Rajani Kothari, Orient Blackswan
- *Problems of Communalism in india*, Ravindra Kumar Mittal Pub
- *Combating communalism in India: Key to National Integration*, Kawal Kishor Bhardwaj, Mittal Pub



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Question Paper Pattern for Foundation Course I & II Semesters I & II

Maximum Marks: 75

Duration: 2½ Hrs.

Questions to be set: 05

Question No	Particular	Marks
Q-1	Full Length Question from Unit / Module I <i>OR</i> Full Length Question from Unit / Module I	15 Marks 15 Marks
Q-2	Full Length Question from Unit / Module II <i>OR</i> Full Length Question from Unit / Module II	15 Marks 15 Marks
Q-3	Full Length Question from Unit / Module III <i>OR</i> Full Length Question from Unit / Module III	15 Marks 15 Marks
Q-4	Full Length Question from Unit / Module IV <i>OR</i> Full Length Question from Unit / Module IV	15 Marks 15 Marks
Q-5	Full Length Question from Unit / Module V <i>OR</i> Full Length Question from Unit / Module V	15 Marks 15 Marks

Proposed Question Paper Format for the 20 Marks Component for Foundation Course I & II (F.Y.B.Com) for the Academic Year 2016 - 2017

Maximum Marks: 20

Duration: 30 minutes

Questions to be set: 03

- I. Multiple Choice/ Fill in the Blanks/ Match the Columns – 1 x 5 (05 Marks)
- II. Answer in One or Two Sentences – 1 x 5 (05 Marks)
- III. Short Notes / Write answer in 5 or 6 sentences.
Attempt any 2 out of 3 – 2 x 5 (10 Marks)



Master of Commerce (M.Com) Programme
Under Choice Based Credit, Grading and Semester System

Course Structure

M.Com I

(To be implemented from Academic Year- 2016-2017)

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
1	Core Courses (CC)		1	Core Courses (CC)	
1	Strategic Management	06	1	Research Methodology for Business	06
2	Economics for Business Decisions	06	2	Macro Economics concepts and Applications	06
3	Cost and Management Accounting	06	3	Corporate Finance	06
4	Business Ethics and Corporate Social Responsibility	06	4	E-Commerce	06
	Total Credits	24		Total Credits	24



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Master of Commerce (M.Com) Programme,
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2016-2017)

Semester I

No. of Courses	Semester I	Credits
1	<i>Core Courses (CC)</i>	
1	Strategic Management	06
2	Economics for Business Decisions	06
3	Cost and Management Accounting	06
4	Business Ethics and Corporate Social Responsibility	06
	Total Credits	24



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**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester I
(To be implemented from Academic Year- 2016-2017)**

Core Courses (CC)

1. Strategic Management

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Strategic Management	15
2	Strategy Formulation, Implementation and Evaluation	15
3	Business, Corporate and Global Strategies	15
4	Emerging Strategic Trends	15
Total		60

Objectives

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



SN	Modules/ Units
1	Introduction to Strategic Management
	<ul style="list-style-type: none"> • Concept of Strategic Management, Strategic Management Process, Vision, Mission and Goals, Benefits and Risks of Strategic Management. • Levels of Strategies: Corporate, Business and Operational Level Strategy • Functional Strategies: Human Resource Strategy, Marketing Strategy, Financial Strategy, Operational Strategy • Business Environment: Components of Environment- Micro and Macro and Environmental Scanning
2	Strategy Formulation, Implementation and Evaluation
	<ul style="list-style-type: none"> • Strategic Formulation: Stages and Importance, Formulation of Alternative Strategies: Mergers, Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Divestment and Liquidation. • Strategic Analysis and Choice: Issues and Structures, Corporate Portfolio Analysis- SWOT Analysis, BCG Matrix, GE Nine Cell Matrix, Hofer's Matrix, • ETOP- Environmental Threat and Opportunity Profile, Strategic Choice- Factors and Importance. • Strategic Implementation: Steps, Importance and Problems, Resource Allocation- Importance & Challenges • Strategic Evaluation and Control: Importance, Limitations and Techniques • Budgetary Control: Advantages, Limitations
3	Business, Corporate and Global Strategies
	<ul style="list-style-type: none"> • Corporate Restructuring Strategies: Concept, Need and Forms, Corporate Renewal Strategies: Concept, Internal and External factors and Causes. • Strategic Alliance: Concept, Types, Importance, Problems of Indian Strategic Alliances and International Businesses • Public Private Participation: Importance, Problems and Governing Strategies of PPP Model. • Information Technology Driven Strategies: Importance, Limitations and contribution of IT sector in Indian Business
4	Emerging Strategic Trends
	<ul style="list-style-type: none"> • Business Process Outsourcing and Knowledge Process Outsourcing in India: Concept and Strategies. Reasons for growing BPO and KPO businesses in India. • Reengineering Business Processes- Business Reengineering, Process Reengineering and Operational Reengineering • Disaster Management: Concept, Problems and Consequences of Disasters, Strategies for Managing and Preventing disasters and Cope up Strategies. • Start-up Business Strategies and Make in India Model: Process of business start ups and its Challenges, Growth Prospects and government initiatives in Make in India Model with reference to National manufacturing, Contribution of Make in India Policy in overcoming industrial sickness



*Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester I
(To be implemented from Academic Year- 2016-2017)*

Core Courses (CC)

2. Economics for Business Decisions

Modules at a Glance

SN	Modules	No. of Lectures
1	Basic Principles in Business Economics	15
2	Demand and Supply Analysis	15
3	Production Decisions and Cost Analysis	15
4	Market Structure Analysis	15
Total		60

Objectives

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



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SN	Modules/ Units
1	Basic Principles in Business Economics
	<ul style="list-style-type: none"> • Meaning and scope of Business Economics - twin principles of scarcity and efficiency; incremental and Marginal principle; profit maximisation principle; market economy and invisible hand; production possibility frontier; Opportunity cost - accounting profit and economic profit; market failure, externality, public goods and economic role of Government
2	Demand and Supply Analysis
	<ul style="list-style-type: none"> • Determinants of demand - market demand function - theory of attributes, snob appeal, band wagon and Veblen effect and demand function. Law of supply-elasticity of supply • Applications of elasticity of demand and supply to economic issues: Paradox of bumper harvest- tax on price and quantity - minimum floor and maximum ceilings: minimum wages controversy and Administered price control • The theory of consumer choice - Consumer preference and budget constraint - equilibrium position of tangency with the help of Indifference curve analysis- effect of changes in price and income on consumer equilibrium
3	Production decisions and Cost analysis
	<ul style="list-style-type: none"> • Production function - short run and long run - Law of variable proportion, returns to scale, scale economies, scope economies- least cost factor combination for a given output- Expansion path and Multiproduct firm- cost reduction through experience - learning curve • Economic analysis of Cost: Classification of costs, short run and long run cost functions.
4	Market structure analysis
	<ul style="list-style-type: none"> • Difference between perfectly and imperfectly competitive markets -Perfect competition and Monopoly as limiting cases of market imperfections - Sources of market power - profit maximisation of simple and discriminating monopolist- methods of measuring monopoly power - Public policy towards monopoly power • Different forms of imperfect competition - Monopolistic competition and Oligopoly - Strategic decision making in oligopoly markets- collusive and non-collusive oligopoly- colliding oligopoly : rivalry among few, price war and kinked demand curve- collusive oligopoly models of price leadership and cartel - basic concepts of game theory - Using Game theory to analyse strategic decisions - application of model of prisoner's dilemma in market decisions



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**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester I
(To be implemented from Academic Year- 2016-2017)**

Core Courses (CC)

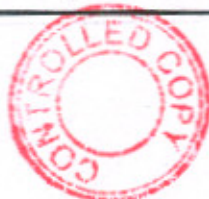
**4. Business Ethics and Corporate Social
Responsibility**

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Business Ethics	15
2	Indian Ethical Practices and Corporate Governance	15
3	Introduction to Corporate Social Responsibility	15
4	Areas of CSR and CSR Policy	15
	Total	60

Objectives

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



SN	Modules/ Units
1	Introduction to Business Ethics <ul style="list-style-type: none">• Business Ethics – Concept, Characteristics, Importance and Need for business ethics. Indian Ethos, Ethics and Values, Work Ethos,• Sources of Ethics, Concept of Corporate Ethics, code of Ethics-Guidelines for developing code of ethics, Ethics Management Programme, Ethics Committee.• Various approaches to Business Ethics - Theories of Ethics- Friedman’s Economic theory, Kant’s Deontological theory, Mill & Bentham’s Utilitarianism theory• Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in Modern Business, Gandhi’s Doctrine of Satya and Ahimsa,• Emergence of new values in Indian Industries after economic reforms of 1991
2	Indian Ethical Practices and Corporate Governance <ul style="list-style-type: none">• Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents• Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance,• Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Audit Committee, Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards.• Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences
3	Introduction to Corporate Social Responsibility <ul style="list-style-type: none">• Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society.• Corporate philanthropy, Models for implementation of CSR, Drivers of CSR, Prestigious awards for CSR in India.• CSR and Indian Corporations- Legal Provisions and Specification on CSR, A Score Card, Future of CSR in India.• Role of NGO’s and International Agencies in CSR, Integrating CSR into Business
4	Areas of CSR and CSR Policy <ul style="list-style-type: none">• CSR towards Stakeholders-- Shareholders, Creditors and Financial Institutions, Government, Consumers, Employees and Workers, Local Community and Society.• CSR and environmental concerns.• Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR• Global Recognitions of CSR- ISO- 14000-SA 8000 – AA 1000 – Codes formulated by UN Global Compact – UNDP, Global Reporting Initiative; major codes on CSR.• CSR and Sustainable Development• CSR through Triple Bottom Line in Business



Master of Commerce (M.Com) Programme
Under Choice Based Credit, Grading and Semester System
Course Structure

(To be implemented from Academic Year- 2016-2017)

Semester II

No. of Courses	Semester II	Credits
1	<i>Core Courses (CC)</i>	
1	Research Methodology for Business	06
2	Macro Economics concepts and Applications	06
3	Corporate Finance	06
4	E-Commerce	06
Total Credits		24



**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester II
(To be implemented from Academic Year- 2016-2017)**

Core Courses (CC)

1. Research Methodology for Business

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Research	15
2	Research Process	15
3	Data Processing and Statistical Analysis	15
4	Research Reporting and Modern Practices in Research	15
Total		60

Objectives

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



SN	Modules/ Units
1	Introduction to Research <ul style="list-style-type: none">• Features and Importance of research in business, Objectives and Types of research- Basic, Applied, Descriptive, Analytical and Empirical Research.• Formulation of research problem, Research Design, significance of Review of Literature• Hypothesis: Formulation, Sources, Importance and Types• Sampling: Significance, Methods, Factors determining sample size
2	Research Process <ul style="list-style-type: none">• Stages in Research process• Data Collection: Primary data: Observation, Experimentation, Interview, Schedules, Survey,• Limitations of Primary data• Secondary data: Sources and Limitations,• Factors affecting the choice of method of data collection.• Questionnaire: Types, Steps in Questionnaire Designing, Essentials of a good questionnaire
3	Data Processing and Statistical Analysis <ul style="list-style-type: none">• Data Processing: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation• Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis.• Testing of Hypotheses –<ul style="list-style-type: none">▪ Parametric Test-t test, f test, z test▪ Non-Parametric Test -Chi square test, ANOVA, Factor Analysis• Interpretation of data: significance and Precautions in data interpretation
4	Research Reporting and Modern Practices in Research <ul style="list-style-type: none">• Research Report Writing: Importance, Essentials, Structure/ layout, Types• References and Citation Methods:<ul style="list-style-type: none">▪ APA (American Psychological Association)▪ CMS (Chicago Manual Style)▪ MLA (Modern Language Association)• Footnotes and Bibliography• Modern Practices: Ethical Norms in Research, Plagiarism, Role of Computers in Research



**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester II
(To be implemented from Academic Year- 2016-2017)**

Core Courses (CC)

2. Macro Economics Concepts and Applications

Modules at a Glance

SN	Modules	No. of Lectures
1	Aggregate Income and its Dimensions	15
2	Keynesian concepts of Aggregate Demand (ADF), Aggregate Supply (ASF)	15
3	Economic Policy Implications in the IS-LM framework	15
4	International Aspects of Macroeconomic Policy	15
Total		60

Objectives

SN	Objectives
1	The heavily application-oriented nature of macroeconomics course is introduced in order to enable the learners to grasp fully the theoretical rationale behind policies at the country as well as corporate level
2	This course the learners to receive a firm grounding on the basic macroeconomic concepts that strengthen analysis of crucial economic policies
3	Learners are expected to regularly read suggested current readings and related articles in the dailies and journals are analysed class rooms



SN	Modules/ Units
1	Aggregate Income and its Dimensions <ul style="list-style-type: none">• Aggregate Income and its dimensions: National income aggregates - and measurement; - GNP, GDP, NDP, Real and nominal income concepts, measures of inflation and price indices - GDP deflator, - Nominal and real interest rates- PPP income and HDI
2	Keynesian concepts of Aggregate Demand (ADF), Aggregate Supply (ASF) <ul style="list-style-type: none">• Keynesian concepts of Aggregate Demand (ADF), Aggregate Supply (ASF), Interaction of ADF and ASF and determination of real income; Inflationary gap• Policy trade- off between Inflation and unemployment – Phillips’ curve – short run and long run
3	Economic Policy Implications in the IS-LM framework <ul style="list-style-type: none">• The IS-LM model: Equilibrium in goods and money market; Monetary and real influences on IS-LM curves, Economic fluctuations and Stabilisation policies in IS-LM framework - Transmission mechanism and the crowding out effect; composition of output and policy mix, IS-LM in India
4	International Aspects of Macroeconomic Policy <ul style="list-style-type: none">• International aspects of Macroeconomic policy: Balance of payments disequilibrium of an open economy - corrective policy measures -Expenditure changing policies and expenditure switching policies BOP adjustments through monetary and fiscal policies -The Mundell-Fleming model - Devaluation, revaluation as expenditure switching policies - effectiveness of devaluation and J - curve effect



**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester II
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Core Courses (CC)

4. E-Commerce

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Electronic Commerce –Evolution and Models	15
2	World Wide Web and E-enterprise	15
3	E-marketing and Electronic Payment System	15
4	Legal and Regulatory Environment and Security issues of E-commerce	15
Total		60

Objectives

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



SN	Modules/ Units
1	<p>Introduction to Electronic Commerce –Evolution and Models</p> <ul style="list-style-type: none"> • Evolution of E-Commerce-Introduction, History/Evolution of Electronic Commerce, Roadmap of E-Commerce in India, Main activities, Functions and Scope of E-Commerce. • Benefits and Challenges of E-Commerce, E-Commerce Business Strategies for Marketing, Sales and Promotions. • Business Models of E-Commerce- Characteristics of Business to Business(B2B), Business to Consumers (B2C), Business to Government (B2G) • Concepts of other models of E-commerce. • Business to Consumer E-Commerce process, Business to Business E-Commerce- Need and Importance, alternative models of B2B E-Commerce. • E-Commerce Sales Product Life Cycle (ESLC) Model
2	<p>World Wide Web and E-enterprise</p> <ul style="list-style-type: none"> • World Wide Web-Reasons for building own website, Benefits of Website, Registering a Domain Name, Role of web site in B2C E-commerce; push and pull approaches; Web site design principles. • EDI and paperless trading; Pros & Cons of EDI; Related new technologies use in E-commerce. • Applications of E-commerce and E-enterprise - Applications to Customer Relationship Management- Types of E-CRM, Functional Components of E-CRM. • Managing the E-enterprise- Introduction, Managing the • E-enterprise, Comparison between Conventional and • E-organisation, Organisation of Business in an E-enterprise, Benefits and Limitations of E- enterprise
3	<p>E-marketing and Electronic Payment System</p> <ul style="list-style-type: none"> • E-Marketing- Scope and Techniques of E-Marketing, Traditional web promotion; Web counters; Web advertisements, Role of Social media. • E-Commerce Customer Strategies for Purchasing and support activities, Planning for Electronic Commerce and its initiates, The pros and cons of online shopping, Justify an Internet business. • Electronic Payment System-Characteristics of E-payment system, SET Protocol for credit card payment, prepaid e-payment service, post-paid E-payment system, Types of payment systems. • Operational, credit and legal risks of E-payment system, Risk management options for E-payment systems, Set standards / principles for E-payment



SN	Modules/ Units
4	Legal and Regulatory Environment and Security issues of E-commerce
	<ul style="list-style-type: none">• Introduction to Cyber Laws-World Scenario, Cyber-crime& Laws in India and their limitations, Hacking, Web Vandals, E-mail Abuse, Software Piracy and Patents.• Taxation Issues, Protection of Cyber Consumers in India and CPA 1986, Importance of Electronic Records as Evidence.• Security Issues in E-Commerce- Risk management approach to Ecommerce Security - Types and sources of threats, Protecting electronic commerce assets and intellectual property.• Security Tools, Client server network security, Electronic signature, Encryption and concepts of public and private key infrastructure



**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester I
(To be implemented from Academic Year- 2016-2017)**

Reference Books

Reference Books
Strategic Management
<ul style="list-style-type: none"> • <i>Strategic Management, A Dynamic Perspective -Concepts and Cases – Mason A. Carpenter, Wm. Gerard Sanders, Prashant Saiwan, Published by Dorling Kindersley (India) Pvt Ltd, Licensees of Pearson Education in south Asia</i> • <i>Strategic Management and Competitive Advantage-Concepts- Jay B. Barney, William S. Hesterly, Published by PHI Learning Private Limited, New Delhi</i> • <i>Globalization, Liberalization and Strategic Management - V. P. Michael</i> • <i>Business Policy and Strategic Management – Sukul Lomash and P.K Mishra, Vikas Publishing House Pvt. Ltd, New Delhi</i> • <i>Strategic Management – Fred R. David, Published by Prentice Hall International</i> • <i>Business Policy and Strategic Management – Dr Azhar Kazmi, Published by Tata McGraw Hill Publications</i> • <i>Business Policy and Strategic Management- Jouch Lawrence R & William Glueck Published by Tata McGraw Hill</i> • <i>Public Enterprise Management and Privatisation – Laxmi Narain Published by S.Chand & Company Ltd, New Delhi</i> • <i>Business Organisation – Rajendra P. Maheshwari, J.P. Mahajan, Published by International Book House Pvt Ltd</i> • <i>Disasters and Development- Cuny Fred C, Published by Oxford University Press, Oxford</i> • <i>At Risks Natural Hazards, People’s Vulnerability and Disasters- Wisner Ben P. Blaikie, T Cannon and I.davis, Published by Wiltshire Routledge</i> • <i>Mergers, Acquisitions and Corporate Restructuring – Strategies and Practices- Rabi Narayan Kar, Published by International Book House Pvt Ltd, Mumbai</i> • <i>Strategic Management- Awareness and Change, John. L. Thompson, Internal Thomson Business Press</i> • <i>Gaining and Sustaining Competitive Advantage, Jay B. barney, Eastern economy Edition, PHI Learning Pvt Ltd, New Delhi</i> • <i>Strategic Management by Prof N.H. Mullick, Enkay Publishing House New Delhi</i> • <i>Public Sector Perspective, by Dr M.Veerappa Moily</i> • <i>The Impact of Private sector participation in Infrastructure- Lights, shadows and the Road ahead by Andres, Luis, Guasch, luis, J. Thomas, Haven & Foster, World Bank, Washington</i>



Reference Books

Economics for Business Decisions

- Salvatore, D.: *Managerial Economics in a global economy* (Thomson South Western Singapore, 2001)
- Frank Robert.H, Bernanke. Ben S., *Principles of Economics* (Tata McGraw Hill (ed.3)
- Gregory Mankiw., *Principles of Economics*, Thomson South western (2002 reprint)
- Samuelson & Nordhas.: *Economics* (Tata McGraw Hills, New Delhi, 2002)
- Hirschey .M., *Managerial Economics*, Thomson South western (2003)
- Mehta, P.L.: *Managerial Economics – Analysis, Problem and Cases* (S. Chand & Sons, N. Delhi, 2000)
- Koutsiyannis, A., *Modern Microeconomics*, Macmillan Press Ltd (1998 Reprint).
- Varian, *Micro-Economic Analysis* (ed. 3), Norton, 1992.
- Dean, Joel: *Managerial Economics* (Prentice Hall of India, N. Delhi, 2002)
- Gupta, G.S.: *Managerial Economics* (Tata McGraw Hill, N. Delhi, 1997)
- Sen Anindya, *Micro -Economics: Theory and Applications*, Oxford University Press, New Delhi, 1999.
- *Economic and Political Weekly*
- *Indian Economic Review*
- *Financial Dailies*

Cost and Management Accounting

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Business Ethics and Corporate Social Responsibility

- Sharma J.P ' *Corporate Governance, business ethics and CSR*, Ane Books Pvt Ltd, New Delhi
- Sharma J.P. *Corporate Governance and Social Responsibility of business*, Ane Books Pvt Ltd, New Delhi
- S.K.Bhatia, *Business Ethics and Corporate Governance*
- William Show, *Business Ethics*, Wordsworth Publishing Company, International Thomson Publishing Company.
- *Corporate Crimes and Financial Frauds*, Dr. Sumit Sharma, New Delhi India
- R.C. Sekhar, *Ethical choices in Business*, Sage Publications, New Delhi
- *Business Ethics*, Andrew Crane and Dirk Matten, Oxford University Press.
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- Mallin, Christine A. *Corporate Governance (Indian Edition)* Oxford University press. New Delhi
- Blow field ,Michael and Alan Murray, *Corporate Responsibility*, Oxford University Press,
- Philip Kotler and Nancy Lee, *CSR : doing the most good for Company and your cause* , Wiley 2005
- Beeslory, Michel and Evens, *CSR* , Taylor and Francis, 1978
- Subhabrata Bobby Banerjee, *CSR: the good, the bad and the ugly*. Edward Elgar Publishing 2007
- Joseph A. Petrick and John F. Quinn, *Management Ethics- Integrity at work* , Sage Publication , 1997
- Francesco Perrini, Stefano and AntonioTencati, *Developing CSR- A European Perspective* , Edward Elgar.
- William B. Werther, Jr. David Chandler, *Strategic Corporate Social Responsibility, stakeholders' a global environment*, Sage Publication, 2009.
- Ellington. J. (1998), *Cannibals with forks: The triple bottom line of 21st Century business*, New Society Publishers.
- Crane, A. Et al., (2008), *The Oxford handbook of Corporate Social Responsibility*, New York: Oxford University Press Inc.



**Revised Syllabus of Courses of
Master of Commerce (M.Com) Programme at Semester II
(To be implemented from Academic Year- 2016-2017)**

Reference Books

Reference Books
Research Methodology for Business
<ul style="list-style-type: none"> • <i>Research Methodology – Text and Cases with SPSS Applications</i>, by Dr S.L. Gupta and Hitesh Gupta, International Book House Pvt Ltd • <i>Business Research Methodology</i> by T N Srivastava and Shailaja Rego, Tata Mcgraw Hill Education Private Limited, New Delhi • <i>Methodology of Research in Social Sciences</i>, by O.R. Krishnaswami, Himalaya Publishing House • <i>Research Methodology</i> by Dr Vijay Upagude and Dr Arvind Shende • <i>Business Statistics</i> by Dr S. K Khandelwal, International Book House Pvt Ltd • <i>Quantitative Techniques</i> by Dr S. K Khandelwal, International Book House Pvt Ltd • <i>SPSS 17.0 for Researchers</i> by Dr S.L Gupta and Hitesh Gupta, 2nd edition, Dr S. K Khandelwal, International Book House Pvt Ltd • <i>Foundations of Social Research and Econometrics Techniques</i> by S.C. Srivastava, Himalaya publishing House • <i>Statistical Analysis with Business and Economics Applications</i>, Hoid Rinehart & Wrintston, 2nd Edition, New York • <i>Business Research Methods</i>, Clover, Vernon T and Balsely, Howard L, Colombus O. Grid, Inc • <i>Business Research Methods</i>, Emary C. Willima, Richard D. Irwin In. Homewood • <i>Research Methods in Economics and Business</i> by R. Gerber and P.J. Verdoom, The Macmillan Company, New York • <i>Research and Methodology in Accounting and Financial Management</i>, J.K Curtis • <i>Statistics for Management and Economics</i>, by Menden Hall and Veracity, Reinmuth J.E • <i>Panneerselvam, R., Research Methodology</i>, Prentice Hall of India, New Delhi, 2004. • <i>Kothari CR, Research Methodology- Methods and Techniques</i>, New Wiley Ltd., 2009
Macro Economics concepts and Applications
<ul style="list-style-type: none"> • <i>Dornbusch. R, Fisher.S., Macroeconomics</i>, Tata McGraw-Hill 9th edition • <i>D'Souza Erroi., Macroeconomics</i>, Pearson Education 2008 • <i>Gupta G.S., Macroeconomics Theory and Applications</i>, Tata McGraw-Hill, New Delhi 2001 • <i>Dwivedi D.N., Macroeconomics theory and policy</i>, Tata McGraw-Hill, New Delhi 2001 • <i>Economic and Political Weekly</i> • <i>Indian Economic Review</i> • <i>Financial Dailies</i>
Corporate Finance



Reference Books

E-Commerce

- *Laudon, Kenneth C. and Carol Guercio Traver (2002) E-commerce: business, technology, society. (New Delhi : Pearson Educatin).*
- *Awad, Elias M. (2007), Electronic Commerce: From Vision to Fulfillment (NewDelhi : Pearson Education).*
- *Kalakota, Ravi and Marcia Robinson (2001). Business 2.0: Roadmap for Success (newDelhi : Pearson Education).*
- *Smith, P.R. and Dave Chaffey (2005), eMarketing eXcellence; The Heart of eBusiness (UK : Elsevier Ltd.)*
- *Vivek Sood Cyber Laws Simplified-TMH (2001)*
- *Vakul Sharma Handbook of cyber Laws-Macmillan (2002)*
- *Sundeep Oberal e Security and you-TMH (2001)*
- *Greenstein & Feinman Electronic Commerce-Security, Risk Mgt and Control-TMH (2000)*
- *Adam Nabli R. (Editor) Electronic Commerce: Technical Business and Legal Issues.*
- *Diwan, Prag and Sharma Electronic Commerce-a Manager's Guide to EBusiness*
- *Bharat Bhasker, Electronic Commerce – Frame work technologies and Applications, 3rd Edition- Tata McGrawHill Publications, 2008.*
- *Kamlesh K.Bajaj and Debjani Nag, Ecommerce- the cutting edge of Business, Tata McGrawHill Publications, 2008*
- *Kalakota et al, Frontiers of Electronic Commerce, Addison Wesley, 2004*
- *E- Commerce Strategies, Technology and applications (David) Tata McGrawHill*
- *Introduction to E-commerce (jeffrey) Tata- Mcgrawhill*
- *E-Business and Commerce- Strategic Thinking and Practice (Brahm) biztantra*
- *Web Technology : Ramesh Bangia*
- *HTML – The complete Reference :*
- *Gary Schneider, Electronic Commerce, Thomson Publishing.*
- *Pandey, Srivostava and Shukla, E-Commerce and its Application, S. Chand*
- *P.T. Joseph, Electronic Commerce – An Indian Perspective, P.H.I*
- *Turban, King, Viehland& Lee, Electronic Commerce- A Managerial Perspective, Pearson.*
- *IJECS International journal of Electronic Ecommerce StudiesISSN 2073-9729http://ijecs.academic-publication.org/*
- *Electronic Commerce Research and Applications ISSN: 1567-4223Editor-in-Chief: Robert Kauffman(http://www.journals.elsevier.com/electronic-commerce-research-and-applications)*
- *Journal of Electronic Commerce Research (JECR) ISSN: 1526-6133 (Online) 1938-9027. (Print) (http://web.csulb.edu/journals/jecr/a_j.htm)*

