

FM/CD/01  
Rev: 00

**TEACHING PLAN**  
**ACADEMIC YEAR 2015-2016**

**CLASS : B.COM E-COMMERCE**  
**SUBJECT : DATA STRUCTURE**  
**PERIODS PER WEEK: TH. 4 PRACT. \_\_\_\_\_**  
**WEEKS (TOTAL):15**

**SEMESTER: V**  
**PAPER NO: XXVIII**  
**TEST (DATE): \_\_\_\_\_**  
**TUTORIAL(DATE): \_\_\_\_\_**

<b>WEEK</b>	<b>TOPIC TO BE COVERED</b>
1	<b>UNIT I:</b> Introduction of Data Structure
2	Types and classification
3	Linear and Non Linear Structures
4	Arrays, Linear Linked List
5	Operations of Traversing
6	Insertion and deletion of nodes
7	Stack Traversing – PUSH and POP operations. <b>(TEST &amp; TUT)</b>
8	Queue Structures
9	Traversal – Insertion and Deletion operations in a QUEUE Non Linear Structures
10	Trees and Graph
11	Binary Tree Traversing
12	Binary Search Tress – AVL Trees
13	Path Cycle adjacency
14	Graph representation
15	Graph searching Sorting and Searching operations in different structures. <b>REVISION</b>

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**TEACHING PLAN**  
**ACADEMIC YEAR 2015-2016**

**CLASS : B.COM E-COMMERCE**  
**SUBJECT : E-BANKING & E-SERVICES**  
**PERIODS PER WEEK : TH. 4 PRACT. \_\_\_\_\_**  
**WEEKS (TOTAL) :15**

**SEMESTER: V**  
**PAPER NO:XXVI**  
**TEST(DATE): \_\_\_\_\_**  
**TUTORIAL(DATE): \_\_\_\_\_**

WEEK	TOPIC TO BE COVERED
1	<b>UNIT I: Anatomy of banking in India:</b> Concepts, Definitions, Types of banks Functions of banks
2	Emergence of technology and its implications on banking new trends in Banking services
3	<b>UNIT II:Electronic Banking:</b> Concepts – Types – Applications
4	Role - Banking sector and information technology ,
5	Payments and settlement system, RTGS and clearing houses
6	<b>UNIT III:Service quality in E-Banks:</b> Service design - Delivery Strategy
7	Facility Management - Security challenges in e-banking services <b>(TEST &amp; TUT)</b>
8	<b>UNIT IV:</b> Domestic development in Indian Banking system - IT Acts – 2000, Data communication network and eft system -
9	Components of data communication networks
10	Tram mission devices interface equipment and major network used in India for banking
11	<b>UNIT V:</b> Technology up gradation an development – Global trends – Impact of IT: on HR on Customers-Privacy and confidentiality
12	Risk involve in computerized environment - Threats and damages – Control mechanism
13	Computer system audit – system security – legal framework of electronic objectives
14	The objectives is to enable students to gain advanced knowledge of business practices and operations in emerging sector viz Retailing
15	Logistics, Services and Agribusiness. The students are respected to gain better insight and understanding of career opportunities available as commercial professionals in these core Sectors <b>(REVISION)</b>

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## TEACHING PLAN ACADEMIC YEAR 2015-2016

**Class** : E.COMMERCE  
**Subject** : MANAGEMENT ACCOUNTING  
**Periods per weeks:** Th. 4 Pract. \_\_\_\_\_  
**Weeks (Total):** 15

**Semester:** V  
**Paper no:** XXX  
**Test (Date):** \_\_\_\_\_  
**Tutorial (Date):** \_\_\_\_\_

WEEK	TOPIC TO BE COVERED
1	<b>Unit – I :Management Accounting:-</b> Meaning, nature, scope and functions of management Accounting, distinguish between Management Accounting and Financial Accounting;
2	Tools and Techniques of Management Accounting,
3	Advantages and Limitations of Management Accounting.
4	<b>Unit – II: Analysis and Interpretation of Financial Statements:-</b> Meaning and types of Financial Statements; Objectives and methods of financial statement Analysis and Interpretation.
5	Advantages and Limitations of financial statement Analysis, Tools of Analysis, Comparative common size statements, Trend Analysis.
6	<b>Unit – III: Fund Flow Analysis:-</b> Concept and Techniques used for the construction of Fund Flow Statements, Source and Applications of Funds;
7	Statement showing the change in working capital and Fund Flow Statement. Used of Fund Flow Statement. <span style="float: right;"><b>(TEST &amp; TUT)</b></span>
8	<b>Unit – IV Cash Flow Analysis:-</b> Concept and Techniques used for the construction of Cash Flow Statements.
9	Uses of Cash Flow Statement..
10	<b>Unit – V:Ratio Analysis:-</b> Nature of Ratio Analysis, Significance of Ratio Analysis,
11	Advantages and Limitation of Ratio Analysis, Classification of Ratios-Current Ratio, Liquid/Acid Test Ratio,
12	<b>Unit VI:</b> Operating Ratio, Profitability Ratio, Debtors Turnover Ratio, Creditors turnover Ratio
13	Unit V: Stock Turnover Ratio, Proprietary Ratio on capital employed.
14	Unit V: Numerical
15	<b>REVISION</b>

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## TEACHING PLAN ACADEMIC YEAR 2015-2016

**Class** : E.COMMERCE  
**Subject** : RETAIL MANAGEMENT  
**Periods per weeks:** Th. 4 Pract. \_\_\_\_\_  
**Weeks (Total):** 15

**Semester:** V  
**Paper no:** XXVII  
**Test (Date):** \_\_\_\_\_  
**Tutorial (Date):** \_\_\_\_\_

WEEK	TOPIC TO BE COVERED
1	Unit – I Introduction to the Retail Management: The functions of retailing, retail formats, Successful retailing. The contest of retail business planning.
2	Unit-I Structural change in the Retail environment: Changes in the retail management in India, Socio-demographic change, Technology and economic, Socio-economic changes, impact on the Retail Industry.
3	Unit-I: Market structure and Control: Retailing Structures: Environment and Competition,
4	Unit-I: The Competitive Environment in Different retail Sectors, Government Policy.
5	Unit – I Competition and consumer demand, Retail development and completion, additional theories of conflict and development.
6	Unit – II <b>Retail Marketing:</b> Planning and development, The consumer and the retail business; knowing your customers: Focusing on the consumer, Mapping out society.
7	Unit – II Psychographics, Postmodern consumers, Learning attitudes, motivation and perception Modeling consumer behavior. <b>(TEST &amp; TUT)</b>
8	Unit-II: The fundamentals of merchandising: product, Merchandising strategies, Planning, Sourcing, Arranging and displays, Space management. Locating the store in the retail environment, developing a location strategy, Evaluating the trading area, Locating: a practical guide for all retailers, researching the proposed trading area-defining the catchments area.
9	Unit – V Retail marketing: operations, store design and layout: producing the right format, The store and its image, The external store: and its image,

10	Unit-V: The external store; structure as part of image, internal store, display, Visual merchandising and atmospherics. Managing retail services: creating quality retail services. Characteristics of retail services, managing the service selling and service counter.
11	Unit III: Service retailing: creating tangibility, from service provider to service retailer, developing and promoting the service, managing the stores, delivering the service.
12	Delivering the product, People in retailing; making people matter, retail employment, Planning the workforce. Management and organizational culture. Personnel management and administration, Health and safety.
13	UNIT IV <b>Out-of-store retailing:</b> Buy by wire, out-of-store retailing, retail strategy and the internet, Mail order catalogue shopping, Television shopping, The future of out-of-store retailing International retailing internationalization and globalization.
14	Unit IV: Shopping at world stores, Internationalization and globalization, Going international The Internationalization process, Culture, business and international management.
15	<b>REVISION</b>

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## TEACHING PLAN ACADEMIC YEAR 2015-2016

**Class** : E.COMMERCE  
**Subject** : SYSTEM ANALYSIS  
**Periods per weeks:** Th. 4 Pract. \_\_\_\_\_  
**Weeks (Total):** 15

**Semester:** V  
**Paper no:** XXIX  
**Test (Date):** \_\_\_\_\_  
**Tutorial (Date):** \_\_\_\_\_

WEEK	TOPIC TO BE COVERED
1	Unit – I <b>System Concepts:</b> Definition, Characteristics of system, Elements of system, Input, Process,
2	Unit-I Output, Feedback, Control, Environment, Boundaries and interface. Types of System open or closed, Physical or abstract.
3	Unit-II: <b>System Analyst:</b> System Analyst, Role of analyst,
4	Unit-III: Qualities and Qualification, Rising position of system analyst.
5	Unit – III <b>System Analysis:</b> Definition, initial investigation, stages of system’s analysis, information gathering,
6	Unit – III Interviews, questionnaire , on site observation.
7	Unit – IV <b>System Development Life Cycle:</b> Introduction to System Development. Life Cycle, Recognition of need, Problem, <span style="float: right;"><b>(TEST &amp; TUT)</b></span>
8	Unit-IV: Feasibility Study, analysis, Design Implementation,
9	Unit – IV Post implementation and maintenance, Prototyping.
10	Unit-V: <b>Feasibility Study:</b> Introduction Definition, Types of Feasibility study,
11	Unit –V Feasibility report.
12	<b>Unit VI:</b> <b>System Tools:</b> Tools of structured analysis,
13	Unit VI: Charts, DFD, Data Dictionary,
14	Unit VI: Decision, Table, Decision Tree.
15	<b>REVISION</b>

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## TEACHING PLAN ACADEMIC YEAR 2015-2016

CLASS : B.COM E-COMMERCE

SEMESTER: V

SUBJECT : CYBER MARKETING & CRM

PAPER NO: XXV

PERIODS PER WEEK : TH. 4PRACT. \_\_\_\_\_

TEST(DATE): \_\_\_\_\_

WEEKS (TOTAL) :15

TUTORIAL(DATE): \_\_\_\_\_

WEEK	TOPIC TO BE COVERED
1	<b>UNIT I:</b> Functional areas of business-competition-Environmental scanning-Business strategies, history of money, Gold standard to paper currency to digital money
2	Digital velocity-change in thinking in marketing Management-insights into E-Business-change in supply chain-status of E-Business in China, Japan and India-Internet Marketing Techniques-E-business
3	Aptitude Quiz-web Competition-E-Services-Internet Business, B2B, B2C-Japan, Italy,- Business Models, Limitation- ABC of E-Business Electronic marketing.
4	<b>UNIT II:</b> Types of e-marketing, Telephone, voice mail System, Routing Business, Fax, Video
5	Television Sky Shops, CDs, Modern, Bulletin Board System, E-mail, Electronic Data Interchange.
6	<b>UNIT III:</b> E-Marketing - Traditional Marketing - Identifying web Presence Goals Achieving web presence Goals - The Uniqueness of the web - Meeting the needs of Website visitors
7	E-Marketing value Chain - Site Adhesion: content, format, Access - Maintaining a Website - Metrics Defining Internet Units of Measurement - The Browsing Behavior Model - Browsing Behavior Model of on online Video Store <b>(TEST &amp; TUT)</b>
8	Aggregate Metrics for E-business sites - Online Marketing - How should buyer pay online - Advantages of Online Marketing - Various Business that can Flourish on the internet
9	<b>UNIT IV:</b> e-Advertising - various Means of Advertising - conducting online Market Research - Building Customer Relationship Based on One-To-One Marketing - Market Segmentation
10	Data Mining and Marketing Research - Intelligent Agents in Marketing and Customer – Related Application - Measuring the Effectiveness of E-Advertising - Internet Marketing Trends - Technology
11	Enable Relationship Management ,Target Markets ,Product Considerations- Branding Elements of Branding ,Spiral Branding ,Marketing Strategies, Permission marketing strategies

12	Brand – leveraging strategies - Affiliate – marketing strategies - Viral – marketing strategies - Website Naming Issue - Advertising – supported Model - Marketing strategy on the Web
13	<b>UNIT V:Customer Relationship Management - Backdrop-Definition-creating</b> Awareness-customer service Introduction- customer care – philosophy
14	policy and steps of implements – creation of information Centre- Customer care Data – Learning Study of Demography – Learning for Organizations – Learning about customers – case studies – KAO Corporation, Japan-Buck man Laboratories Inc-New Zealand’s Institute of Environment
15	Science & Research – Learning Coach network – customer-vision-customer Relationship Management, Initiatives /steps/ Implementation. <b>(REVISION)</b>

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