

Circular file

- 52 -

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY**CIRCULAR NO.SU/Com.& Mgt/B.Com.E-com.& MCA/05/2020**

It is hereby inform to all concerned that, on the recommendation of the Dean, Faculty of Commerce & Management, the Hon'ble Vice-Chancellor in his emergency powers under section-12(7) of the Maharashtra Public Universities Act, 2016 has accepted the syllabi of **B.Com.E-Commerce IIIrd Sem. & MCA V&VI Sem.** under Choice Based Credit and Grading System on behalf of the Academic Council to be applied from the Academic Year 2020-2021 and onwards. The said syllabi are also available on bamu.ac.in on University website.

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,
Aurangabad-431 004.

REF.NO. SU/ COMMERCE/2020-21/

Date:- 18-09-2020.

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(Signature)
**Deputy Registrar,
Academic Section
Syllabus unit.**

Copy forwarded with compliments to :-

- 1] **The Principals, affiliated concerned Colleges,
Dr. Babasaheb Ambedkar Marathwada University.**
- 2] The Director, University Network & Information Centre, UNIC, with **a request to upload this Circular along with the said syllabi on University Website.**

Copy to :-

- 1] The Director, Board of Examination & Evaluation,
- 2] **The Section Officer, [B.Com. Unit] Examination Branch,**
- 3] **The Programmer [Computer Unit-1] Examinations,**
- 4] **The Programmer [Computer Unit-2] Examinations,**
- 5] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambedkar Marathwada University.
- 6] The Public Relation Officer,
- 7] The Record Keeper.

**DR. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY,
AURANGABAD.**



Curriculum of B.COM.E-COMMERCE

IIIND YEAR

THIRD SEMESTER

under Choice Based Credit & Grading System

[Effective from the Academic Year 2020-21 & onwards]

**Dr. Babasaheb Ambedkar Marathwada
University, Aurangabad**

Faculty of Commerce & Management

B.com (E-Commerce)


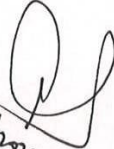
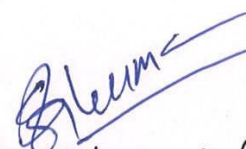

Third Semester Structure

(2020 – 2021)

B.COM (E-COMMERCE)**Faculty of Commerce & Management****B.COM (E-COMMERCE) First Semester**

Paper No.	Subject/ Title of the Paper	Course	Weekly		Credits		IA	UA	Total Marks	Duration of Theory Exam
			Th	Pr	Th	Pr				
I	Financial Accounting-I	Core	4	-	4	-	20	80	100	3 Hrs
II	Business Mathematics & Statistics-I	Core	4	-	4	-	20	80	100	3 Hrs
III	Business & Industrial Economics	Core	4	-	4	-	20	80	100	3 Hrs
IV	ICT Foundation	Ability Enhancement	2	4	2	2	50	50	100	2 Hrs
V	Internet & WWW	Compulsory Courses	2	4	2	2	50	50	100	2 Hrs
VI	Entrepreneurship Development-I OR Office Management-I	Discipline Specific Elective	4	-	4	-	20	80	100	3 Hrs
TOTAL			20	04	20+04=24		180	420	600	

Note : As per UGC circular 1 theory lecture is equal to 2 practical's.

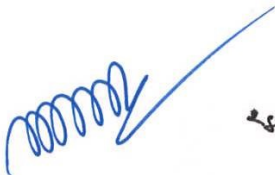
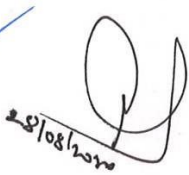
 (Prof. W. K. Sanwade)
  (Prof. Syed Afzaluddin)
  (Prof. S. Ghumre)
  (Prof. K. L. Salve)

25/08/2020

B.COM (E-COMMERCE)**Faculty of Commerce & Management****B.COM (E-COMMERCE) Second Semester**

Paper No.	Subject/ Title of the Paper	Course	Weekly		Credits		IA	UA	Total Marks	Duration of Theory Exam
			Th	Pr	Th	Pr				
VII	Financial Accounting-II	Core	4	-	4	-	20	80	100	3 Hrs
VIII	Business Mathematics & Statistics-II	Core	4	-	4	-	20	80	100	3 Hrs
IX	Business Organisation & Management	Core	4	-	4	-	20	80	100	3 Hrs
X	Programing in C	Ability Enhancement	2	4	2	2	50	50	100	2 Hrs
XI	DBMS	Compulsory Courses	2	4	2	2	50	50	100	2 Hrs
XII	Entrepreneurship Development-II OR Office Management-II	Discipline Specific Elective	4	-	4	-	20	80	100	3 Hrs
TOTAL			20	04	20 + 04=24		180	420	600	

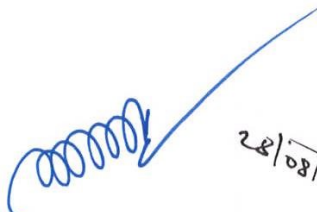

Note : As per UGC circular 1 theory lecture is equal to 2 practical's.


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B.Com (E-Commerce)**Faculty of Commerce & Management****B.Com (E-Commerce) Third Semester**

Paper No.	Subject/ Title of the paper	Course	Weekly		Credits		IA	UA	Total Marks	Duration of Theory Exam
			Th	Pr	Th	Pr				
XIII	Corporate Account-I	Core	4	-	4	-	20	80	100	3 Hrs
XIV	Cost Accounting-I	Core	4	-	4	-	20	80	100	3 Hrs
XV	Operating Systems	Core	2	4	2	2	50	50	100	2 Hrs
XVI	E-Commerce Essentials	Ability enhancement Compulsory Courses	2	4	2	2	50	50	100	2 Hrs
XVII	OOPS With C++	Ability enhancement Compulsory Courses	2	4	2	2	50	50	100	2 Hrs
XVIII	Marketing Management OR Financial Management	Discipline Specific Elective	4	-	4	-	20	80	100	3 Hrs
	Total		18	12	18+06=24		210	390	600	--

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B.Com (E-Commerce)**Faculty of Commerce & Management****B.Com (E-Commerce) Fourth Semester**

Paper No.	Subject/ Title of the paper	Course	Weekly		Credits		IA	UA	Total Marks	Duration of Theory Exam
			Th	Pr	Th	Pr				
XIX	Corporate Account-II	Core	4	-	4	-	20	80	100	3 Hrs
XX	Cost Accounting-II	Core	4	-	4	-	20	80	100	3 Hrs
XXI	Computerized Accounting	Core	2	4	2	2	50	50	100	2 Hrs
XXII	Web Page Development	Ability enhancement Compulsory Courses	2	4	2	2	50	50	100	2 Hrs
XXIII	Java Programming	Ability enhancement Compulsory Courses	2	4	2	2	50	50	100	2 Hrs
XXIV	Human Resource Management or Business Environment	Discipline Specific Elective	4	-	4	-	20	80	100	3 Hrs
	Total		18	12	18+06=24		210	390	600	--

Note : As per UGC circular 1 theory lecture is equal to 2 practical's.

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B.COM (E-COMMERCE)
CBCS PATTERN
THIRD SEMESTER SYLLABUS
W.E.F.JUNE 2020

B.Com. (E- Commerce) IIIrd Semester Syllabus (CBCS)**PAPER NO.XIII****Corporate Account – I**

Total Marks : 100
Theory: 80
IA / Sessional: 20


Objectives:


- To introduce a student to basics of Corporate Accounting.
- To make students understand the concept of shares and debentures
- To equip the students with preparation of final accounts of companies

		No. of Lectures
Unit-I:	Issue and Forfeiture of Shares, Re-Issue of Forfeited Shares Meaning of Shares, Issue of Shares - At Par, At Premium, At Discount (Theory) Collection of Share Money, Lump Sum Collection, Collection in Installment, Issue of Share in consideration of assets etc., Procedure Of Issue Of Shares, Prospectus, Application, Allotment, Pro Rata Allotment Of Shares, Forfeiture of Shares, Re Issue of Shares, Profit on the Issue, Journal Entries for Issue of Shares, Balance Sheet.	12
Unit-II:	Redemption of Debentures: (Numerical Problems) Types Of Debentures, Methods Of Redemption- Redemption in Installment, Redemption In Lump Sum, Redemption By Conversion, Redemption By Purchase In Open Market, Sinking Fund (Theory) Finance For Redemption Out Of Profit, Out Of Fresh Issue, Redemption In Lump Sum, Issue At Par Redeemable At Par, Issue At Discount Redeemable At Par, Issue At Premium Redeemable At Par, Issue At Par Redeemable At Premium, Issue At Discount Redeemable At Premium, Sinking Fund Method (Numerical)	12
Unit-III:	Redemption of Preference Shares Types of Preference Shares (Theory) Redemption Out of Fresh Issue of Shares, Redemption out of Profits, Journal Entries for Redemption & Balance Sheet after Redemption (Numerical)	12
Unit-IV:	Final Accounts of Joint Stock Company [Statement Form] (Numerical Problems)	12
Unit-V:	Profit Prior To Incorporation (Theory and Numerical)	12

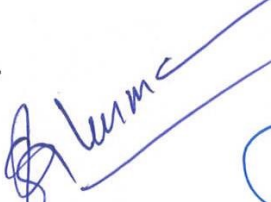
Reference Books


1. SN Maheshwari- Corporate Accounting
2. Shukla & Grewal -Advance Accounts
3. Mahurkar And Deshpande -Accountancy- 1
4. Jain And Narang- Advanced Accountancy
5. Kotalwar -New Approach To Accountancy

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PAPER NO. XIV
Cost Accounting – I

Total Marks : 100
Theory: 80
IA / Sessional: 20

Objectives:



- To introduce the basics of Cost Accounting.
- To make students understand the concept of cost and its relevance in business effectiveness.
- To equip the students with various methods of controlling cost.

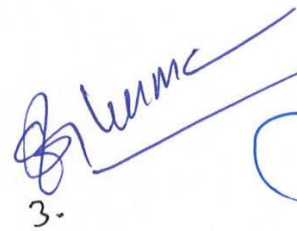

	No. of Lectures
Unit-I: Cost Accounting: Meaning, Definition and Limitation of Financial Accounting, Development of Cost Accounting Function, Objectives, Advantages, Disadvantages and Limitations of Cost Accounting Difference Between Financial and Cost Accounting	08
Unit-II: Elements of Cost Concept of Cost, Cost Units, Cost Centres, Cost Objects, Cost Drivers, Types of Cost Classification Of Cost- By Nature Or Elements, By Function, By Variability, Or Behaviour, By Controllability, By Normality, By Cost For Managerial Decision Making	10
Unit-III: Material Concept, Objectives, Need, Essentials Of Material Control, Purchase Procedure, Functions Of Purchase Department, Classification And Coding Of Material, Fixation Of Levels Of Material, Economic Order Quantity, Material Handling Costs, Bin Cards, Stores Routine, Issue Of Material, Issue Procedures, Methods Of Pricing Material Issue, FIFO, LIFO, Simple Average Weighted Average Method	16
Unit-IV: Labour Meaning, Definition, Recent Trends In Time Booking, Labour Control, Methods Of Wage Payment - Time And Piece Rate, Incentive Schemes -Taylor's Differential Piece Rate System Halsey Plan, Rowan Plan	12
Unit-V: Overheads Definition, Direct And Indirect Costs, Importance Of Overheads,, Allocation, Apportionment And Absorption Of Overhead, Methods Of Distribution -Primary And Secondary Distribution , Machine Hour Rate, Under And Over Absorption Of Overheads	14
Sessional Work : Test : 10 Marks	
Tutorial/ Project : 10 Marks	

Reference Books

1. Practical Costing -Khanna Pandey And Ahuja
2. Cost Accounting- B K Bhar,
3. Principles and Practices of Cost Accounting- NK Prasad
4. Cost Accounting- SP Iyengar

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**PAPER NO. XV:
OPERATING SYSTEMS**

**Total Marks : 100
Theory: 50
IA / Sessional: 50**

Objectives:



- To introduce the basics of Operating Systems.
- To equip the students with fundamental concepts of Resource Management and Components of Modern Multitasking Operating System.

		No. of Lectures
Unit-I:	Evolution of operating systems Types of operating systems. Different Views of the operating systems, operating system concepts and structure. The Process concept, systems programmer's view of processes. The operating system services for process management, Scheduling algorithms. Performance evaluation.	
Unit-II:	Memory Management Memory Management without swapping of paging, swapping, virtual memory page replacement algorithms, modeling paging algorithms, design issues for paging systems, segmentation.	
Unit-III:	Inter process Communication and Synchronization Need for inter process synchronization, mutual exclusion., semaphores, hardware support for mutual exclusion, queuing implementation of semaphores, classical problems in concern programming critical region and conditional critical region, monitors, messages deadlocks.	
Unit-IV:	File Systems Directories, file systems implementation, security protection mechanism. Principles of I/O Hardware, I/O devices, devices controllers direct memory access. Principles of I/O Software: Goals, interrupt handlers, device drivers, device independent I/O software, User space I/O software.	
Practical:		
Case Studies: MS DOS, MS WINDOWS, LINUX (UNIX) operating systems.		

Reference Books

1. Deitel H.M., "An Introduction to Operating system". Addison Wesley Publishing Company 1984.
2. Milenkovic, M., "Operating Systems – concepts and Design", McGraw Hill International Edition Computer Science Series 1992.

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Paper XVI
E-Commerce Essentials

Total Marks : 100
Theory: 50
IA / Sessional: 50

Objectives:


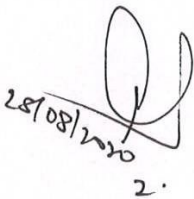
- To introduce students to fundamental concepts of E-Commerce and related information technology.
- To equip the students with skills necessary for strategic use of E-Commerce.


	No. of Lectures
Unit-I: Introduction to E-Commerce Origin, Evolution, E-Commerce and E-Business, Nature, Need, Advantage, Features, Essential Requirements, Basic Elements, Mobile Commerce, E-Services, Technologies.	
Unit-II: Levels of E-Commerce Procedure, Retail Store Front, Cyber Music Sites, SCM, E-commerce Potentials, E-Commerce, Strategy, Critical Success Factors, How to build E-Commerce System, Launching online site, E-Commerce: limitation & Drawbacks.	
Unit-III: EDI Definition, Advent, Features, EDI in India, EDI and WAN, GEDIS & VSNL, NIC, EDI Standards, Importance of EDI and EDI files, EDI services, objectives and Advantages of EDI, E-Commerce and Internet, Domain names, types search engines	
Unit-IV: E-Commerce. Process and Payment Solution Successful E Commerce solution, Essentials, Technology Standards, Digital Certificate Payment System, Payment Methods, Cyber Case, Credit Card, Smart Card.	
Unit-V: E-Commerce and Digital Marketing : Introduction to Digital Marketing , Social Media Marketing, E-mail Marketing. Estimate payment per page in Advertising. Search Engine Optimization (SEO) and Search Engine Marketing (SEM) Techniques.. Introduction to Google Ads.	
Practical:	
<ol style="list-style-type: none"> 1. Browsing on internet sites for noting down the E-Commerce portal features. 2. Recording the features of at least 10 commercial portals and maintain a log in a separate folder. 3. The sites of Indian and Foreign origin may be taken for the study. 	

Reference Books

1. C.S.Raydu "E-Commerce E-Business", Himalaya Publishing House 2009
2. Bajaj & Nag "E-Commerce", TaTa McGraw Hill
3. Parag, Deewan "E-Commerce", Excell Books
4. Teresa Piñeiro-Otero and Xabier Martínez-Rolán Understanding Digital Marketing : Basics and Actions link :
https://www.researchgate.net/publication/312190728_Understanding_Digital_Marketing-Basics_and_Actions

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PAPER NO. XVII**OOPS with C ++****Total Marks : 100****Theory: 50****IA / Sessional: 50****Objectives:**



- To introduce the students to Object oriented Programming and C++ concepts.
- To equip the students with problem solving and Programming skills.

		No. of Lectures
Unit-I:	Introduction Concepts of Object-Oriented Programming, Working with C ++, Tokens, Expressions and Control Structures.	
Unit-II :	Functions in C ++, Classes and Objects, Constructors and Destructors	
Unit-III:	Operator Overloading and Type Conversions, Inheritance: Extending Classes Pointer, Virtual Functions and Polymorphism	
Unit-IV:	Managing Console I/O Operations, Working with Files, String Manipulation.	
Practical:		
Writing of C++ Programmes based on : Keywords, Functions, Tokens, Classes Objects, Branching, Looping, Pointers etc.		

Reference Books

1. E. Balguruswamy "Object Oriented Programming with C ++ " Tata Mc Graw Hill Pub Co. Ltd.
2. Pohl " Object Oriented Programming using C++", Addison wisely longman P.Ltd

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PAPER NO. XVIII:
Marketing Management (Elective)

Total Marks : 100
Theory: 80
IA / Sessional: 20

Objectives:



- To introduce the students to fundamentals of Marketing Management & appraise then of Recent Trends in Marketing.

	No. of Lectures
Unit-I: Introduction to Marketing: Definition, Nature, Scope and Importance of Marketing, Traditional & Modern Concept of Marketing, Classification of Markets, Functions of Marketing, Evolution of Marketing	08
Unit-II: Marketing Management and Marketing Environment: Definition Need and Importance of Marketing Management, Functions Of Marketing Management, Marketing Environment- Meaning of Marketing Environment, Nature And Scope of Marketing Environment- Micro And Macro Environment, International Marketing Environment	14
Unit-III: Strategic and Ethical Marketing: Marketing Strategy - Definition and Features, Steps in Strategic Marketing Planning Process SWOT Analysis – Meaning, Definition & Scope, Ethics In Marketing, Challenges Facing Marketers	14
Unit-IV: Marketing Mix and Channels Of Distribution: Meaning and Importance of Marketing Mix, Elements Of Marketing Mix- Product Mix, Price Mix Place And Promotion Mix, Study Of Channels Of Distribution And Various Channels Of Distribution - Factors to Be Considered in the Selection of Channels of Distribution	14
Unit-V: Recent Trends in Marketing: Introduction, E-Marketing, E-Retailing, Mobile Marketing, Green Marketing	10
Sessional Work : Test : 10 Marks	
Tutorial/ Seminar : 10 Marks	

Reference Books

- Marketing Management, Philip Kotler
- Marketing Management- S A Sherlekar
- Marketing Management- E N Sontakki
- Marketing Management- Theodore Levitt
- Fundamentals of Marketing- William Stauton

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PAPER NO. XVIII
Financial Management (Elective)

Total Marks : 100
Theory: 80
IA / Sessional: 20



Objectives:

- To introduce students to Fundamentals of Financial Management & its use in Financial Decision Making.


		No. of Lectures
Unit-I:	Introduction Meaning of Business Finance, Definition, Nature and Scope of Financial Management, Importance and Objectives of Financial Management, Finance function approaches, Function of Finance Manager	12
Unit-II:	Cost of Capital and Capital Structure Meaning, concept, significance of cost of capital, determination of cost of capital, Equity Preference and Debentures, Retained Earnings, Meaning of Capital Structure, Patterns of Capital Structure, Important Factors Determining Capital Structure, Optimal Capital Structure	12
Unit-III:	Leverages Meaning of leverage, Types of Leverages, Financial, Operating and Combined Leverage, Significance and Limitations of Leverage, Distinction Between Financial and Operating Leverage	12
Unit-IV:	Working Capital Management Concept of Working Capital Management, Significance of Working Capital, Factors determining working capital needs, Operating Cycle, Management of Cash, Inventory and Receivables, Factors Influencing working capital needs	12
Unit-V:	Dividend Policy and Decision Making Introduction, significance, factors determining dividend policy, forms of dividend, types of dividend policies.	12
Sessional Work : Test : 10 Marks		
Tutorial/ Seminar : 10 Marks		

Reference Books

- Khan M Y and Jain P.K- Financial Management, Tata Mcgraw Hill ,New Delhi
- Pande I M -Financial Management, Vikas Publishing House ,New Delhi
- Chandra Prasanna- Financial Management, Tata Mcgraw Hill ,New Delhi
- Van Horn James C - Financial Management and Policy, Prentice Hall Of India, New Delhi

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