

Rayat Shikshan Sanstha's
Karmaveer Bhaurao Patil College Vashi, Navi Mumbai
Autonomous College
 [University of Mumbai]
 Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of Course	M.Com Part-I. Sem.-II E-Commerce
2	Eligibility for Admission	B.Com Degree
3	Passing Marks	
4	Ordinances/Regulations (if any)	
5	No. of Years/Semesters	One year/Two semester
6	Level	U.G.
7	Pattern	Semester
8	Status	Revised
9	To be implemented from Academic year	2018-2019

AC-2.9 01/09/2018

Item No-



**Rayat Shikshan Sanstha's
KARMAVEER BHAURAO PATIL COLLEGE, VASHI.
NAVI MUMBAI
(AUTONOMOUS COLLEGE)
Sector-15- A, Vashi, Navi Mumbai - 400 703**

Syllabus for M.Com Part-I. Sem.-II E-Commerce

Program: B.Com.

Course: M.Com Part-I. Sem.-II E-Commerce

**(Choice Based Credit, Grading and Semester System
with effect from the academic year 2018-2019)**

PROGRAMME OUTCOMES

Apply the knowledge of accounting fundamentals, mathematics, social sciences and computer specialization to the solution of complex accounting and management problems.

Create ,select and apply appropriate techniques, resources and modern accounting, statistical and managerial tools to solve the accounting and management problems.

Design solutions for economic and business problems.

Identify , formulate and analyze socio-economic problems to arrive at substantiated conclusions using the fundamental principles of accountancy , management and other social sciences.

Apply reasoning informed by the contextual knowledge to assess societal , economical and business issues and responsibilities relevant to the professional accounting practice.

Function effectively as an individual and as a member or leader in teams and in multidisciplinary settings.

Apply ethical principles and commit to professional ethics and responsibilities and norms of the accounting practices.

Demonstrate knowledge and understanding of management principles and apply these to one's own work as a member and leader in a team. Manage projects in multidisciplinary environment.

Recognize the need for and have the preparation and ability to engage in independent and lifelong learning.

Apply basic mathematical and statistical skills necessary for analysis of problems in economics actuarial studies , accounting , marketing , management and finance.

Use research based knowledge including design of tools , analysis and interpretation of data and synthesis of the information to provide valid conclusions .

**Rayat Shikshan Sanstha's
Karmaveer Bhaurao Patil College, Vashi
Two Years Full Time Post Graduate Programme.
Semester Pattern with Credit System
Structure for M.Com II**

Sem	Course Type		Course Title	W L	Cr.	C E	TE	Total
I	Core Courses (CC)	UGCOM101	Strategic Management	4	6	40	60	100
	Core Courses (CC)	UGCOM102	Economics for Business Decisions	4	6	40	60	100
	Core Courses (CC)	UGCOM103	Cost and Management Accounting	4	6	40	60	100
	Core Courses (CC)	UGCOM104	Business Ethics and Corporate Social Responsibility	4	6	40	60	100
						24		
II	Core Courses (CC)	UGCOM201	Research Methodology for Business	4	6	40	60	100
	Core Courses (CC)	UGCOM202	Economics for Business Decisions Macro Economics concepts and Applications	4	6	40	60	100
	Core Courses (CC)	UGCOM203	Corporate Finance	4	6	40	60	100
	Core Courses (CC)	UGCOM204	E-Commerce		6			
						24		

E-Commerce

Sr. No.	Topics	No of lectures
Module1	Introduction to Electronic Commerce – Evolution and Models	15
Module 2	World Wide Web and E-enterprise	15
Module 3	E-marketing and Electronic Payment System	15
Module 4	Legal and Regulatory Environment and Security issues of E-commerce	15

Course Outcomes

1. Understands the emerging world of e-commerce
2. Acquaints with current challenges and issues in e-commerce
3. Understands various business models
4. Understands the Web- based Commerce
5. Assess e-commerce requirements of a business
6. Acquaints with the Legal and Regulatory Environment and Security issues of E-commerce

Module	Topics	No. of Lectures
1	Introduction to Electronic Commerce –Evolution and Models	15
	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	World Wide Web and E-enterprise	15
	<p>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.</p> <ul style="list-style-type: none"> • 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	E-marketing and Electronic Payment System	15
	<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 initiatives, 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 	
4	Legal and Regulatory Environment and Security issues of E-commerce	15
	<p>Introduction to Cyber Laws-World Scenario, Cyber-crime& Laws in India and their limitations, Hacking, Web Vandals, E-mail Abuse, Software Piracy and Patents.</p> <ul style="list-style-type: none"> • 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 	

References:

- Laudon, Kenneth C. and Carol Guercio Traver (2002) E-commerce: business, technology, society. (New
- 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
- Smith, P.R. and Dave Chaffey (2005), eMarketing eXcellence; The Heart of eBusiness (UK : Elsevier
- Vivek Sood Cyber Laws Simplified-TMH (2001)
- Vakul Sharma Handbook of cyber Laws-Macmillan (2002)
- Sundeep Oberole Security and you-TMH (2001)
- Greenstein & Feinman Electronic Commerce-Security, Risk Mgt and Control-TMH (2000)
- Adam Nabl 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, T

Evaluation Pattern

The performance of the learners shall be evaluated into two components viz. by Internal Assessment with 40% marks in the first component and by conducting the Semester End Examinations with 60% marks as the second component. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:-

A) Continuous Internal Assessment – 40% 40 Marks

20 Marks mid-term test

20 Marks [Any Two Activities of 10 marks each] Mini project / Group Discussion / Seminar / Social Activity / Subject related individual activity.

Test Paper Pattern

Maximum Marks :20

Questions to be set 3

- | | |
|---|-------------|
| Q.No. 1 Choose the correct alternatives. (Any Five) | (5 Marks.) |
| Q. No. 2 Answer in one sentence. (Any Five) | (5 Marks.) |
| Q.No. 3. Answer the following. (Any Two) | (10 Marks.) |

B) Semester End Examinations – 60% 60 Marks

Question Paper Pattern

Maximum Marks : 60

Questions to be set 4

All questions are compulsory carrying 15 marks each.

Q:1	Objective Questions (Multiple choice/ True or False/Match the columns/ fill in the blanks/short questions)	15 Marks
Q:2	Full Length Question Or Full Length Question	15 Marks
Q:3	Full Length Question Or Full Length Question	15 Marks
Q:4	Full Length Question Or Full Length Question	15 Marks

Note : Full length question may be divided in to sub questions of 7/8 marks.