

SYLLABI FOR OPEN COURSES (For Students from Other Departments)

Semester V

Course Code: BCM5D01

Name of the Course: E. Commerce

Course Category: Open Course

Lecture Hours per week: 3, Credits: 3

Internal: 15, External 60, Examination 2 Hours

Course Outcome:

CO	CO Statement	Hours	Cognitive Level	Knowledge Category	PO	PSO
CO1	Define and describe the basic concepts of E- commerce	10	U	F	PO2	PSO1
CO2	Understand and explain E. commerce models and its applications.	10	U	C	PO2	PSO3
CO3	Interpret and evaluate the marketing strategies in E. commerce platform.	18	E	C	PO2	PSO5
CO4	Create an awareness regarding the electronic payment system and its security issues	10	U	C	PO2	PSO7

Module I

Introduction to E-Commerce: Meaning and concept - E-Commerce v/s Traditional Commerce
-E-Business & E-Commerce-History of E-Commerce-EDI-Importance, features & benefits of E- Commerce - Impacts, challenges & limitations of E-Commerce - Supply chain management & E-Commerce - E- Commerce infrastructure - Business Models of E - Commerce: Business to business - Business to customers - customers to customers - Business to government - Business to employee - E - Commerce strategy - Influencing factors of successful E-Commerce.
(20 Hours, 20 marks)

Module II

Marketing Strategies & E - Commerce: Website - Components of website - Concept & designing website for E- Commerce - Corporate website - Portal - Search Engine - Internet advertising - Emergence of the internet as a competitive advertising media - Models of internet advertising - Weakness in internet advertising.
(18 Hour, 10marks)

Module III

Electronic Payment System: Introduction - Online payment systems - prepaid and postpaid payments systems - E-cash - E-cheque - Smartcard - Credit card - Debit card
- Electronic purse - Security issues on electronic payment system - Solutions to security issues -

Biometrics – Types of biometrics.

(10 Hours, 10 marks)

Reference Books:

1. Turban, Efraim, David King et. al.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.
2. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
3. Rayport, Jeffrey F and Jaworski, Bernard J: Introduction to E-Commerce, Tata McGraw-Hill
4. Smantha Shurety, : E-Business with Net Commerce, Addison - Wesley, Singapore.
5. Rich, Jason R: Starting an E-Commerce Business, IDG Books, Delhi.
6. Laudon, Kenneth C and Carol Guercio Traver : E-Commerce business. Technology. Society, Pearson Education, Delhi.
7. Stamper David A. and Thomas L. Case: Business Data Communications, Pearson Education, New Delhi.
8. William Stallings: Business Data Communications. Pearson Education, New Delhi.

Semester V						
Course Code BCM5D02						
Name of the Course: BASICS OF ENTREPRENEURSHIP AND MANAGEMENT						
Course Category: Open course						
Lecture Hours per week: 3, Credits: 3						
Internal: 15, External 60, Examination 2 Hours						
Course Outcome:						
CO	CO Statement	Hours	Cognitive Level	Knowledge Category	PO	PSO
CO1	Define and explain the concept of Entrepreneurship	10	U	F	PO7	PSO1
CO2	Compare and contrast the institutional support and incentives to entrepreneurs in India	15	U	F	PO7	PSO7
CO3	Recognize and describe the role of Micro Small and Medium Enterprises on the Development of Entrepreneurship in India.	20	AN	C	PO7	PSO5
CO4	Understand the benefits, assistance and support services in establishing a SSI	10	U	F	PO7	PSO7

Module 1

Foundation of Business: Concept of business – industry, Trade and commerce – Classification of industry, types trade and aids to trade – Forms of business enterprises- sole trader – partnership – joint stock companies – cooperative organizations – one man company. Factors to be considered while setting up of a business – social responsibility of business

(18 hours, 15 marks)

Module 2

Entrepreneurship: concept of entrepreneur – characteristics of entrepreneur – functions of an entrepreneur – difference between an entrepreneur and manager – Micro, small and medium enterprises, Definition, Registration procedure of sole proprietorship and partnership units.

(10 hours, 10 marks)

Module 3

Management concept : Meaning – Nature and characteristics of management- management as science , art and profession – Levels of management – Henry Fayol's principles of management, functions of management: planning- steps in planning – organizing – types of organization - Line , staff and functional - centralization Vs decentralization – Authority Vs responsibility- staffing – elements of staffing – directing – Leadership – Leadership styles – controlling – steps in controlling.

(20 hours , 15 marks)

Semester V						
Course Code: BCM3D03						
Name of the Course BASIC ACCOUNTING						
Course Category: Open Course						
Lecture Hours per week: 3, Credits: 3						
Internal: 15, External 60, Examination 2 Hours						
Course Outcome:						
CO	CO Statement	Hours	Cognitive Level	Knowledge Category	PO	PSO
CO1	Understanding theoretical framework of Accounting	10	U	F	PO7	PSO1
CO2	Explain the concept of Accounting Equation	10	U	F	PO7	PSO2
CO3	Develop various subsidiary books	8	U	F	PO7	PSO1
CO4	Analyse the business transactions	10	AN	C	PO7	PSO5
CO5	Preparation of financial statements of sole trading companies	10	C	C	PO7	PSO1

Module I Basic Accounting Concepts: Kinds of accounts - Financial Accounting Vs. Management Accounting - Double Entry book keeping - Rules of debit and credit - Preparation of Journal and Ledger accounts - Problems. (20 Hours, 15marks)
Module II Subsidiary Books: Cash Book - Types of Cash Book - problems - Purchase Book - Sales Book - Sales Return Book - Purchases Return Book - Journal Proper - Trial Balance (18 Hours, 15marks)
Module III Final Accounts of sole trading concerns: Trading and Profit & Loss Account - Balance Sheet - Problems with simple adjustments. (10 Hours, 10marks)
(Theory and Problems may be in the ratio of 40% and 60% respectively)

Reference Books:

1. Grewal T.S., Double Entry Book Keeping
2. Jain and Narang ,Advanced Accountancy.
3. Shukla and Grewal,Advanced Accountancy.
4. Gupta and Radhaswamy, Advanced Accountancy.
5. Gupta. R.L,Advanced Accountancy.