

TELANGANA UNIVERSITY
M.COM.(e-COM) SYLLABUS
w.e.f Academic Year 2010-2011



FACULTY OF COMMERCE
TELANGANA UNIVERSITY
NIZAMABAD – 503322, A.P

TELANGANA UNIVERSITY
SEMESTER – WISE STRUCTURE OF M.COM (e-COM) COURSE
w.e.f Academic year 2010-2011

Code No.	Name of the Paper	No. of instruction Hours per week			Exam Duration (hours)		Max. Marks (20 I.A +80 U.E)
		Prac.	Th.	Total	Prac	Th.	
SEMESTER – I							
ECOM 101	Organisational Theory and Behaviour	-	5	5	-	3	100
ECOM 102	Financial Management	-	5	5	-	3	100
ECOM 103	Marketing Management	-	5	5	-	3	100
ECOM 104	Fundamental of Information Technology	4	3	5	2	3	100
ECOM 105	Computer Programming with 'C'	4	3	5	2	3	100
	Seminars	-	-	2	-	-	-
	Total Work-load and Marks	-	-	27	-	-	500
SEMESTER – II							
ECOM 201	Managerial Economics	-	5	5	-	3	100
ECOM 202	Human Resource Management	-	5	5	-	3	100
ECOM 203	International Business	-	5	5	-	3	100
ECOM 204	Web Technologies	4	3	5	2	3	100
ECOM 205	Database Management System	4	3	5	2	3	100
	Seminars	-	-	2	-	-	-
	Total Worl-load and Marks	-	-	27	-	-	500
SEMESTER – III							
ECOM 301	Quantitative Methods in Research	-	5	5	-	3	100
ECOM 302	E-Commerce & E-Banking	4	3	5	2	3	100
ECOM 303	Java Programming	4	3	5	2	3	100
Elective – I : Finance							
ECOM 304 F1	Financial Markets and Services	-	-	5	-	3	100
ECOM 305 F2	Securities Analysis and Portfolio Management	-	-	5	-	3	100
Elective – II : Accounting							
ECOM 304 A1	Accounting For Management	-	-	5	-	3	100
ECOM 305 A2	Accounting for Service Organisations	-	-	5	-	3	100
Elective – III : Marketing							
ECOM 304 M1	Service Marketing	-	-	5	-	3	100
ECOM 305 M2	Consumer Behaviour	-	-	5	-	3	100
	Seminars	-	-	2	-	-	-
	Total Work –load and Marks	-	-	37	-	-	500
SEMESTER – IV							
ECOM 401	Business Communication & Soft Sills	4	3	5	2	3	100
ECOM 402	Strategic Management	-	5	5	-	3	100
ECOM 403	Enterprise Resource Planning	4	3	5	2	3	100
Elective – I : Finance							
ECOM 404 F1	International Financial Management	-	5	5	-	3	100
ECOM 405 F2	Corporate Tax Planning and Management	-	5	5	-	3	100
Elective – II : Accounting							
ECOM 404 A1	Advanced Corporate Accounting	-	5	5	-	3	100
ECOM 405 A2	Advanced Cost Accounting	-	5	5	-	3	100
Elective – III : Marketing							
ECOM 404 M1	Supply Chain Management	-	5	5	-	3	100
ECOM 405 M2	Customer Relationship Management	-	5	5	-	3	100
	Seminars	-	-	-	-	-	-
	Project Work (Compulsory)	-	-	-	-	-	Grade
	Total Work-load and Marks	-	-	37	-	-	500

Note:

1. Two Practical lab hours work is equal to one instruction hour.
2. The Students are instructed to opt any two electives with minimum strength of ten.
3. Project Work has to be undertaken as per the project guidelines. A student who does not complete Project in time and does not pass Viva – Voce exam, he/she not be eligible to get the degree.
4. Students have to pass all the compulsory papers offered to them.
5. 20% of the Evaluation is based on Internal Assessment (IA) and 80% on University Exam (UE).
6. A Student has to secure at least 40% marks in the University Exams to pass the papers.
7. Department conducts Seminars, Micro presentations and guest lectures by the external faculty and Industry Experts, for the benefit of students which they attend without fail.
8. Project Work of the Students would be evaluated by the grading system as: Excellent – Good – Satisfactory - Unsatisfactory.

SEMESTER-I

M.COM.(E.COM) SEMESTER-I
ORGANISATIONAL THEORY AND BEHAVIOUR

Paper Code : ECOM 101
PPW: 5

Exam duration- 3 Hours
Maximum Marks:100 (20+80)

Objective: To familiarize the students with the concept of organization theory and apply social science concepts to organization behaviour.

UNIT I – Introduction to Organisation Theory

Concept of organisation – Features of organisation – Types of organisation – Organisation goals – Organisation stakeholders: Concept of organisation theory – Types of organisation; classical organisation theory – Neoclassical organisation theory – Modern organisation theory – System approach – Contingency approach.

UNIT II – Organisational Structure and Design

Concept of organisation structure – Need and role of formal organisation structure – Features of good organisation structure - Organisation design – Contingent factors in organisation design – Mechanism for designing structure – Process in designing structure – Types of organisational structural designs.

UNIT III – Individual and Group Dimensions of Organisational Behaviour

Concept of organisation behaviour – Role of organisational behaviour – Characteristics of organisational behaviour – Models of organisational behaviour – Foundation of individual behaviour – Individual differences – Psychological factors affecting human behaviour : Personality – Perception – Learning – Attitudes and values - Models of Man.

Concept of group dynamics – Types of groups – Theories of group formation – Group cohesiveness – Factors affecting group cohesiveness – Group Decision Making – Positive and Negative aspects of group decision making – Techniques for improving group decision making.

UNIT IV – Motivation, Morale and Leadership

Motivation: Meaning – Nature – Types – Importance of Motivation - Theories of Motivation: Maslow's need hierarchy theory – Herzberg's Motivation theory – Mc Gregor's Theory X and Theory Y - Mc Clelland's need theory of motivation.

Morale: Meaning – Factors influencing morale – Morale and Motivation – Morale and Productivity.

Leadership: Meaning – Nature and characteristics – Leadership styles :- Autocratic – Laissez – faire – Democratic – Paternalistic – Managerial grid – Leadership continuum – Theories of leadership.

UNIT V – Organisational Effectiveness, Change and Culture

Effectiveness: Meaning – Effectiveness and Efficiency – Approaches to Effectiveness – Factors affecting organisational effectiveness.

Change: Meaning – Forces for change – Types of change – Changes process – Human reactions to change – Causes of resistance to change – Overcoming resistance to change

Culture: Meaning – Characteristics – Functions and Dysfunctions of culture – changing organisational culture.

Suggested Readings:

1. Robins P.Stephen and Judge: Organizational Behavior, 12th Edition PHI, / Pearson New Delhi.
2. Fred Luthans: Organisational Behaviour.
3. Nelson : Organisational Behaviour - Thomson Learning
4. Hellriegel : Organisational Behaviour Role - Thomson.
5. Piesce : Management & Organisational Behaviour - Thomson.
6. Rao. V.S.P & Narayana P.S: "Organisation Theory and Behaviour", Konark Publishers Pvt.Ltd. New Delhi.
7. Shashi K. Gupta & Rosy Joshi: Organisation Theory and Behaviour, Kalyani Publishers, Luidhiana – 2008.
8. Davis, Keith; Human Behaviour at work, Tata McGraw Hill Publishing Company Ltd, New Delhi.
9. Scott, Wiilam G: Organisation Theory; Homewood III Richard D. Irwin.
10. Schein, Edgar H; Oraganisational psychology; Prentice Hall of India, 1979.

**M.COM.(E.COM) SEMESTER-I
FINANCIAL MANAGEMENT**

**Paper Code : ECOM 102
PPW: 5**

**Exam duration- 3 Hours
Maximum Marks:100 (20+80)**

Objective: To impart an intensive knowledge about the technicalities of corporate finance and make the students viable with financial decision making and managerial practices.

UNIT I – Introduction: Concept, Scope and Functions of Financial Management – Role of Financial Managers – Profit maximization Vs Wealth maximization – Financial planning: Concept, types and estimation of financial requirements – Time value of money

UNIT II – Investment Decision – Nature of Capital Budgeting Decision – Investment evaluation criterion – Traditional Vs Discounted cash flows techniques (Problems) – Risk Analysis in Capital Budgeting: Measurements of Risk and Return – Risk evaluation approaches – Probability distribution approach – Sensitivity and Decision Tree Approach (Problems)

UNIT III – Financing Decision – Concept of Capital Structure: Constituents of Capital Structure - Capital Structure Determinants – Sources of financing - Cost of Capital: Specific Cost of Capital for Various sources and Weighted Average Cost of capital (WACC) (Problems) – Capital Structure Theories – Leverages: Concept & Significance of leverages; Impact of Operating and Financial Leverages (problems)

UNIT IV – Dividend Decision – Types of Dividend – Dividend Vs Profit Retention decision – Dividend policies – Factors influencing - Dividend Theories: Relevance and Irrelevance of dividends – Walter’s and Gordon’s models – MM approach (Problems).

UNIT V – Working Capital Decision – Concept – Components of Working Capital – Operating Cycle – Determinants of Working Capital – Liquidity Vs Profitability – Forecasting Working Capital Requirements (Problems) Management of Inventory, Receivables and cash (Theory Only).

Suggested Readings:

1. Prasanna Chandra: Financial Management, (TMH), 6/e, 2004
2. M.Y. Khan & P.K. Jain – Financial Management, (TMH), 4/e, 2004
3. I.M. Pandey – Financial Management (Vikas), 9/e, 2005
4. Brigham & Ehrhardt, Financial Management – Theory & Practice, Thomson Learning, 10/e – 2004
5. Ross, Westerfield & Jaffe, Corporate Finance– TMH – 7/e, 2005
6. Advanced Financial Management – Sudhindra Bhat – Excel Books.
7. Vanhorne, Financial Management & Policy, Pearson / PHI
8. Keown, Martin, Petty. Scott, Financial management: principles and applications--PHI
9. Brearly and Myers, Principle of Corporate Finance– TMH– 7/e,2004
10. Ashwath Damodaran, Corporate Finance – Theory & Practice –John Wiley, 2003
11. Pandey & Bhatt, Cases in Financial Management - TMH, 2/e, 2003
12. Corporate Financial Strategy – Ruth Bendel – EL, Sevier India (P) Ltd.
13. Kothari & Dutta : Contemporary Financial Management -Macmillan

**M.COM.(E.COM) SEMESTER-I
MARKETING MANAGEMENT**

**Paper Code : ECOM 103
PPW: 5**

**Exam duration- 3 Hours
Maximum Marks:100 (20+80)**

Objective : The course aims to develop skills in the analysis and resolution of management problems related to the marketing process; economic, psychological and sociological characteristics of demand for various products; marketing research; channels of distribution; personal selling, pricing policies and regulation of marketing.

Unit-I: Marketing Basics (Only Concepts)

An Overview of Marketing - Production concept - Product concept - Marketing myopia - Selling concept - Marketing Concept - Societal dimension of marketing - Importance and scope of marketing. The Role of Marketing in Economic Development - Rural Marketing , Rural Markets VS Urban Markets - Marketing Management tasks - Types of demand - Marketing mix - marketing Objectives - Marketing Planning and Strategy - Mega Marketing (Power and Public relations) - Service Marketing

Unit-II: Target Marketing and Market Segmentation and Consumer Behavior

Concept of Target market-Market segmentation: Concept - Types - Patterns - Benefits - Requirements for effective segmentation - Basis for market segmentation - Market segmentation analysis for given products - Product positioning.

Concept of consumer behavior - Nature - Scope - Importance - Major factors influencing consumer behavior: Cultural - Social - Economic - Psychological & Personal- Consumer decision process - Post purchase feelings - Brand loyalty - Cognitive Dissonance -Industrial buyer behavior - Marketing Research - Steps.

Unit-III: Product & Price Management

Concept of product - Classification of products - levels of product classification - Product mix and product line decisions - New Product Development Process - Product Life Cycle Stages and implication for marketers - Branding - Packaging and Labeling strategies.

Role of price in marketing mix- Pricing concept - Objectives of pricing - Factors influence price determination - New product pricing - Market Skimming pricing - Market penetration pricing - Pricing of products and services - Pricing Methods.

Unit-IV: Channel Management

Nature of Marketing Channels - Channel Structure and Participants - Types of marketing intermediaries - Importance of Channel management - Channel Design Decisions - Channel conflict and resolutions - Contemporary marketing channels in India - A global perspective.

Unit-V: Promotion Management

Role of promotion in marketing - Promotion mix - A view of the Communication Process - Advertising - Need - Objectives - Types of advertising - Major decisions in advertising - Objectives - Budget - Strategy - Evaluation - Advertising and Social Marketing - Sales Promotion - Objectives & Tools - Personal Selling - Nature, Role of Sales force - Publicity - Public Relations.

Suggested Readings:

1. Philip Kotler: Marketing Management Analysis, Planning & Control ,9th edn.
2. Philip Kotler : Principles of Marketing.
3. Joel R.Evans Barry Berman: Marketing
4. E.Jerome McCarthy William D.P:arreault : Basic Marketing
5. W.J.Stanton : Fundamentals of Marketing.
6. J.C.Gandhi : Marketing Management.
7. Lovdon & Della Bitta: Consumer Behaviour Concepts and Applications.
8. Schiff Man. Consumer Behavior, Prentice hall.
9. Lovelock: Managing Services, marketing Operations and Human Resources.
10. Electronic Commerce- Schneider - Thomson.
11. Electronic Commerce, Managerial perspective, Efraim Turban, Jae Lee, David King, Micheal chang, Addison wesley, New Delhi.
12. Electronic Commerce, Greenstein and Feinman, Tata McGrawhill, New Delhi, 2000.
13. Czinkota : Marketing Management 2/e - Thomson.
14. Lamb: Intro to Marketing - Thomson.
15. Jain : Marketing, Planning & Strategy - Thomson.
16. Assael : Consumer Behaviour - Thomson.

M.COM.(E.COM) SEMESTER-I
FUNDAMENTALS OF INFORMATION TECHNOLOGY

Paper Code: ECOM 104
PPW: 6(2+3)

Exam Duration: 3 Hours
Max. Marks: 100(20+30+50)

Objective: To provide fundamental knowledge of computer concepts and application of various packages to Business and Commerce.

UNIT-I: Introduction

Introduction to Computers – Characteristics: speed, storage, accuracy, diligence and digital signals - Evaluation of Computers - Classification of Computers: Microcomputers, Minicomputers, Mainframes, Supercomputers, Personal computers : Desktop, Laptop, Palmtop, Tablet PC - Elements of Computer – Hardware- Block diagram of computer – CPU - Input/Output units- Storage units – Primary and Secondary storage devices: RAM ROM, PROM and EPROM, Cache memory, Floppy disk, Magnetic tape, Optical disk, Input and Output devices.

UNIT-II: System Software and Application Software

Software: Types of Software – System Software - Application software. Operating Systems: Meaning, Definition, Functions and Types of Operating Systems - Booting process – Disk Operating System: Internal and External Commands – Wild Card Characters. Common operating systems, Windows 98/Xp, Windows- NT. Windows Desktop, Start menu, Control panel, Windows Accessories.

UNIT-III: MS-Office

MS-Office: Tools in Ms-Office - Ms-word – features, use of Ms-word in office automation, Ms-Excel – Features – Use of Ms-Excel in Office Automation, Ms-Power point- features – Use of Power point in Slide Presentations.

UNIT-IV: System Analysis and Design

System Analysis and Design – Meaning – System Analysis – Role and Responsibilities in System Development, Types of Information Systems – System Development Life Cycle (SDLC), Approaches to System Development - Determining System Requirements – Traditional Methods – Modern Methods. Structuring System Requirements Using Process Modeling, Logic Modeling and Conceptual Data Modeling Techniques.

UNIT-V: Internet

Introduction to Internet – Advantages, WWW, HTTP, FTP, TCP/IP, Browsers, Websites, Web Addresses, Surfing on the Internet, Use of Internet in Research, Various Search Engines , Email, Email Service Providing websites, Uploading, downloading files. Threats of Computers – Types of Virus – Implementing Security for a Computer system.

Practical Lab Work:

Disk Operating System: Internal and External Commands – Wild Card Characters. **Windows operating system** - Desktop, Start menu, Control panel, Windows accessories.

MS Word window – Toolbars – Creating, Saving and closing a document – Opening and editing a document - Moving and copying text – Text and paragraph formatting, applying Bullets and Numbering – Find and Replace – Insertion of Objects, Date and Time, Headers, Footers and Page Breaks – Auto Correct – Spelling and Grammar checking – Graphics, Templates and wizards - Mail Merge : Meaning, purpose and advantages – creating merged letters, mailing labels, envelops and catalogs- Working with Tables – Format Painter.

MS EXCEL: Spread sheet / worksheet, workbook, cell, cell Pointer, cell address etc., - Parts of MS Excel window – Saving, Opening and Closing workbook – Insertion and deletion of worksheet – Entering and Editing data in worksheet – cell range – Formatting – Auto Fill – Formulas and its advantages – References : Relative, absolute and mixed – Functions: Meaning and Advantages of functions, different types of functions available in Excel – Templates –Charts – Graphs – Macros : Meaning and Advantages of macros, creation, editing and deletion of macros – Data Sorting, Filtering, validation, Consolidation, Grouping, Pivot Table and Pivot Chart Reports.

Ms Power point – Parts of MS Power point window – Menus and Tool bars – Creating presentations through Auto content wizard, Templates and manually – slide show – saving, opening and closing Presentation – Inserting, editing and deleting slides –Types of slides - Slide Views- Formatting –Insertion of Objects and Charts in slides- Custom Animation and Transition.

Internet: Surfing various websites, Creation of E- Mail Id, Sending Receiving Mails, Uploading file, Uploading Resumes in job sites, Downloading files and Software.

Suggested Books:

1. Introduction to Information Technology: Rajaraman, PHI
2. Elements of Information Technology by William Sawyer
3. MS Office: BPB Publications
4. MS Office: Sanjay Saxsena
5. Fundamentals of Information Technology: Deepak Bharihanke,
6. Fundamentals of Computers 4/E: Rajaraman, PHI
7. Fundamentals of Computers: P. Mohan, Himalaya Publishing House
8. Information Technology: Dennis P. Curtin, McGraw Hill International

M.COM.(E.COM) SEMESTER-I
COMPUTER PROGRAMMING WITH ‘C’

Paper Code: ECOM 105
PPW: 5(3+2)

Exam Duration: 3 Hours
Max. Marks: 100(20+30+50)

Objective: To develop the programming skills, improve the reasoning and thinking that should prove helpful, in programming and professional career.

UNIT-I: Introduction to Programming and C language

Algorithm, Flowchart, Program development steps, Basic Structure of C Program, Data types, C Tokens, Declaration of Variables, Assigning values, Type Conversion. Operators: Arithmetic, Relational, Logical and Bitwise operators. Input/output Operations.

UNIT-II: Conditional Statements and Loops

Decision Making Statements: if, if else, if else if else ladder, Nested if, Switch Statements.
Loops: Introduction to Loops, While loop, Do While Loop, For Loop Nested Loop.

UNIT-III: Arrays and functions

Array Introduction – One Dimensional Array & Two Dimensional Array, String Array, Declaration, Initialization Sample programs. Strings: Introduction, Declaring and initializing string variables, Reading and Writing strings, sample programs. Functions: Pre-defines Functions – Mathematical functions, String Functions, Character functions, Date functions. Sample programs. Introduction, Need for user defined functions, Elements of functions, Return values and their types, function declaration, function calls, Recursive functions. Sample programs.

UNIT-IV: Structures, Unions and Pointers

Structures and Unions: Introduction, Declaring structures variables, accessing structure members, Functions and Structures, Array of structures, Enumerated Data types, Unions, Introduction to pointers, Passing parameters to functions, Sample Programs.

UNIT-V: File Management in ‘C’

Introduction – File Management in C, Opening a File using the Function fopen (), Closing a File Using the Function fclose (), Character input/output in files, String input/output Functions.

Suggested Readings:

1. Computing fundamentals and C Programming: Balaguruswamy, Tata
2. Exploring C: Yashwantkanetkar, BPB Publications.
3. Mastering C: K R Venugopal, S R Prasad
4. Let us C: Yashwantkanetkar.

SEMESTER-II

M.COM. (E.COM) SEMESTER-II
MANAGERIAL ECONOMICS

Paper Code : ECOM 201
PPW: 5

Exam duration- 3 Hours
Maximum Marks:100 (20+80)

Objective: To understand the role of economic analysis in formulating policies at the firm level and apply basic economic theories to managerial decision making.

UNIT-I: Introduction to Managerial Economics:

Meaning and Nature of Managerial Economics – Characteristics, Significance and Scope of Managerial Economics – Role and Responsibility of Managerial Economist - Objectives and constraints of firm – Concepts of Economic profit and Accounting profit (including problems) – Functional relationship between Total, Average and Marginal Revenue – Total , Average and Marginal cost – Total cost function(Simple problems requiring application of First and Second order derivatives).

UNIT-II: Demand Analysis:

Meaning of Demand – Determinants of Demand – Demand function – Demand Estimation – Individual Demand Function – Market Demand Function – Elasticity of Demand – Arc and Point Elasticity Measurements – Price Elasticity of Demand – Income Elasticity of Demand – Cross Elasticity of Demand (Including simple problems)

UNIT-III: Production Function:

Meaning of Production and Production Function – Cobb Douglas Production Function – Production with one variable input – Diminishing Marginal returns – Optimal employment of a factor of production – Production with two variable inputs – The production iso-quant – The production iso-costs optimal employment of two inputs – Expansion parts – Economies of scale and scope (including problems)

UNIT-IV: Cost Function:

Economic concept of cost – Short run cost functions finding minimum average variable cost through equations – Long run cost function – Linear and non-linear break-even analysis – Profit Contribution analysis (including simple problems)

UNIT-V: Market Structure:

Perfect and Imperfect market condition – Perfect Competition – Characteristics - Equilibrium price – Profit maximization, in short run and long run – Shut down decision; Monopoly – Characteristics – Profit maximization in short run and long run – Allocative inefficiency, income Transfer and Rent seeking. Monopolistic Competition – Characteristics Profit Maximization – Price and output determination in short run and long run; Oligopoly Characteristics Trice Rigidity – Kinked demand model (Theory Only).

Suggested Readings:

1. H.Carig Petersen and W.Criss Lewis – Managerial Economics, Prentice Hall India, New Delhi, 2000.
2. Maurice – Managerial Economics, Prentice Hall India, New Delhi, 2000.
3. Joel Dean – Managerial Economics, Prentice Hall India, New Delhi, 2000.
4. Baumol W. J – Economics Theory and Operation Analysis.
5. J.L Pappers, E.F.Bighan, M.Hirsch – Managerial Economics, Prentice India, New Delhi, 2000.

**M.COM. (E.COM) SEMESTER-II
HUMAN RESOURCE MANAGEMENT**

Paper Code: ECOM 202
PPW: 5

Exam duration- 3 Hours
Maximum Marks: 100 (20+80)

Objective: To understand various facets of Human Resource Management and comprehend emerging developments in HRM.

UNIT I: INTRODUCTION:

- a. HRM – Concepts – Significance – Objectives – Scope – Function
- b. Changing role of Human Resource Manager – HRM Policies - Impact of Environment on Human Resource Management.
- c. Human Resource Development - Concept - Scope - Objectives- Brief introduction of Techniques of HRD.

UNIT II: ACQUISITION OF HUMAN RESOURCE

- a. Job Design - Approaches - Job Rotation - Job Enlargement - Job Enrichment - Job Bandwidth - Job Analysis - Concepts - Objectives -Components (Job Description and Job Specification)- Methods of Job Analysis.
- b. Human Resource Planning- Concept - Objectives - Benefits - Factors affecting HR planning - Process of HR Planning - Problems in HR Planning .
- c. Recruitment - objectives - Sources of recruitment. Selection - Concept –Selection Procedure – Tests and Interview - Placement - Induction - Promotion - Transfer.

UNIT III: DEVELOPING AND MOTIVATING HUMAN RESOURCE

- a. Performance Management: Concept - Performance Appraisal - Concept- Traditional and Modern Methods of Appraisal – Problems in Performance Appraisal - Concepts of Potential Appraisal, Assessment Centers and Career Planning and Development
- b. Training-: Assessing training needs Methods and Evaluation of Training – Development – Techniques of Management Development – Evaluating Effectiveness.
- c. Concept of Empowerment – Participative Management – Objectives – Types – Quality Circles – Brief Introduction to forms of Workers participation in Management in India

UNIT IV: MAINTENANCE OF HUMAN RESOURCE

- a. Compensation Management – Objectives – Job Evaluation – Concept Methods
- b. Essentials of Sound Wage Structure – Concepts of Minimum Wage, Living Wage and Fair Wage – Wage Differentials.
- c. Employee Relations – Objectives – Discipline – Objectives – Grievance – Causes – Procedure; Trade Unions – Objectives - Role of Trade Union in New economy; Collective Bargaining – Types – Essential conditions for the success of Collective Bargaining.
- d. Ergonomics or Human Resource Engineering in HRM.

UNIT V: HRM IN THE KNOWLEDGE ERA

Knowledge Management - Concept - KM Architecture - Knowledge Conversion – Current Knowledge deficits – Importance of Knowledge Management - Knowledge Management Process.

Suggested Readings:

1. Bohlander: Human Resource Management, Thomson
2. David A.De Cenzo and Stephen P.Robins: Personnel/ Human Resource Management, PHI
3. Biswajeet Pattanayak : Human Resource Management, PHI
4. Srinivas K. R: Human Resource Management in Practice, PHI.
5. Mathis: Human Resource Management, 10e Thomson
6. Sadri, Jayasree, Ajgaonkar, Geometry of HR, Himalaya
7. Subba Rao P. Personnel and Human Resource Management, Himalaya.
8. VSP Rao, Human Resource Management, Vikas
9. Mello: Strategic Human Resource Management, 2e Thomson
10. Gupta CB, Human Resource Management, Sultan Chand & Sons.

**M.COM. (E.COM) SEMESTER-II
INTERNATIONAL BUSINESS**

**Paper Code : ECOM 203
PPW: 5**

**Exam duration- 3 Hours
Maximum Marks:100 (20+80)**

Objective: To familiarize the students with International Business environment and Strategies of Business Management in International Trade.

UNIT – I Introduction:

International Business Environment – Factors affecting – Growth of multinational enterprises – International Economic tendencies – Liberalisation, Privatisation – Marketisation – Globalisation.

UNIT – II International Economic System & Institutions:

International Agencies and Agreements – GATT, UNCTAD, IMF, ILO, WTO, Agreement on Agriculture, Agreement on Textiles on Trade or Clothing – TRIPS and TRIMS – Agreement on Anti – Dumping

UNIT – III Regional Trade Blocks:

Regional Cooperation – Advantages – Types of Regional Grouping – North America Free Trade Agreement (NAFTA) – Central American Common Market (CACM) – South Asian Association for Regional Cooperation (SAARC) – Association of South East Asian Nations (ASEAN) – Gulf Cooperation Council (GCC).

UNIT – IV: International Business Management

International Marketing Strategies – New Product Development, Product positioning , Direct and Indirect Marketing – CRM and Relationship Marketing – International Human Resource Strategies: Recruitment , Retention and Disputes Management – International Financial Management Strategies: International Capital Budgeting and Working Capital Management.

UNIT – V Foreign Exchange Exposure and International Capital Market:

Nature of Exposure and Risk – Types of Exposure – Management of Exposure – Euro currency Market – Euro Bonds – Euro issues – Foreign Currency Convertible bonds (FCCBs) – Global Depository Receipts (GDRs) – American Depository Receipts (ADRs) – European Depository Receipts(EDRs) – Indian Depository Receipts (IDRs).

Suggested Books:

1. Justin Paul, International Business, PHI, Eastern Economy Edition.
2. Francis Cehrunilam , International Business ,PHI, Eastern Economy Edition.
3. Subba Rao, International Business, Himalaya Publishing House.
4. Ashwathappa: International Business, Tata Mc.Graw.Hill.
5. Verma M.L., International Trade, Vikas Publishing House Pvt.Ltd.

M.COM. (E.COM) SEMESTER-II WEB TECHNOLOGIES

Paper Code: ECOM 204
PPW: 5(3+2)

Exam Duration: 3 Hours
Max. Marks: 100(20+30+50)

Objective: To enables the students to understanding web page site planning, management and maintenance And explains the concepts of developing advanced HTML pages with the help of frames, scripting languages, and evolving technologies like DHTML, and XML.

UNIT-I: HTML

Introduction To HTML, WWW, W3C, web publishing, Common HTML Tags Physical & Logical, Some basic tags like , changing background color of page, text color etc., Text formatting tags, Ordered & Unordered Lists Tags, Inserting image, Links: text, image links, image mapping , Tables , Frames, Form introduction with text box, text area, buttons, List box, radio, checkbox etc.

UNIT-II: Java Script

Introduction to script, JavaScript identifiers, operators, control & Looping structure, Intro of Array, Array with Methods, Math, String, Date Objects with methods User defined & Predefined functions, Window Navigator, History, Location, Event handling, Validations
On Forms

UNIT-III: XML

Introduction to XML - features of XML - writing Elements, attributes. XML DTD, XML Schemas (Simple Examples).

UNIT-IV: Style Sheets & Other Markup Languages

Introduction to CSS, types of style sheets- Inline, External, Embedded CSS, text formatting properties, CSS Border, margin properties, Positioning Use of classes in CSS, color properties. Introduction to XSLT (Simple Examples). Some Common Markup languages such as: SVG Graphics, Math ML

UNIT-V: Application of Web Technologies to E-Commerce

Application of Web Technologies to E-Commerce: Client server applications – Three tired applications – Commerce applications – Design and lunch of an interactive website – Exercises and examples of E-Commerce applications.

Suggested Books:

1. XML By examples: Benoit Marchal
2. HTML Block Book
3. XML Block Book
4. HTML, DHTML, JavaScript, Perl & CGI Ivan Bayross
5. XML how to program Deitel & Deitel.
6. Web enabled commercial application development using HTML, DHTML, JavaScript, PERL-CGI Ivan Bayross.

Reference Sites:

1. www.w3schools.com

M.COM. (E.COM) SEMESTER-II
DATA BASE MANAGEMENT SYSTEM

Paper Code: ECOM 205
PPW: 5(3+2)

Exam Duration: 3 Hours
Max. Marks: 100(20+30+50)

Objective: To learn about different data storage and organization techniques along with design as well as the implement a database application using commercial package (Oracle).

UNIT-I: Introduction

Introduction to DBMS – Advantages – Data Abstraction – Data Models – ER Models – Special Features – Converting ER Models to Relations – Database Manager – DBA – Data base users. Normalization and Demoralization

UNIT-II: Ms- Access

Introduction to Ms- Access - Creating Database, Understanding Data types & Formats, Creating Tables, Inserting, Deleting and Dropping a table, Relations between Two tables ,Queries – Select Query – Make Table Query, Update Query, Append Query , Delete Query and Cross Tab Query – Form and Report Creation.

UNIT-III: SQL

Introduction to SQL, Data types in SQL, DDL, DML, DCL, TCL Commands, Creating Tables – Inserting – Deleting – Updating Rows. Clauses in SQL, Integrity Constraints: Rules and Defaults. Functions – Selecting Rows, Joins in SQL

UNIT-IV Index, Views and Transactions

Implementing Index, Views – Indexes types – Features – Altering, Dropping, Renaming and Manipulating Data using Views.

Transaction Processing – Introduction- Need for Concurrency control- Desirable properties of Transaction. Concurrency Control – Types of Locks- Two Phases locking- Deadlock- Time stamp based concurrency control.

UNIT-V: PL SQL

PL – SQL: Variables – Printing message – Comment entry. Control Structure If.. Else Statement.. End Block – Case Construct – While Construct. Cursors, Functions, Stored Procedures & Triggers.

LAB WORK:

Oracle and MS-Access.

Suggested Readings:

1. Database Management Systems by Henry Korth.
2. SQL Complete Reference Tata- Mc Graw Hill
3. MS- Access Hand Book Chennai – SSI Ltd., Chandamma Building.

SEMESTER-III

M.COM. (E.COM) SEMESTER-III
QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS

Paper Code: ECOM 301
PPW 5

Exam. Duration: 3 Hours
Max. Marks: 100 (20+80)

Objective: To acquaint and equip the students with various Quantitative techniques including parametric and non-parametric one that helps a lot in Research.

Unit-I: Quantitative Techniques and Business Forecasting:

Meaning and Classification of Quantitative Techniques: Statistical Techniques, Programming Techniques, Role of Quantitative Techniques in Management decision making-Techniques of Business Forecasting, Correlation and Regression analysis with two variables (including problems)

Unit-II: Sampling theory:

Concept of Sampling: Types of Samples – Estimation – Hypothesis testing – Type I and Type II errors – Tests concerning attributes – Number of Successes, Proportion, Difference between two proportions. Large Sample Tests: Mean test, Difference between two means, Difference between two standard deviations. Small Sample Tests: Mean test, Difference between the means of two independent samples, Difference between the means of two dependent samples of paired observations.

Unit-III: Advanced Quantitative Techniques:

Chi Square Test and Goodness of Fit – F-Test and Analysis of Variance – Statistical Quality Control: Concept and importance – Control Charts: \bar{x} chart, R chart, σ - chart and 'C' chart – Non – Parametric Tests : Sign Test, Mann – Whitney U Test , Kruskal – Wallis or 'H' test.

Unit-IV: Decision Theory:

Anatomy of Decision theory, Decision models: Deterministic Decision models, Probabilistic Decision Models: Maximum likelihood rule, Expected payoff criterion, Marginal analysis – Competitive decision models: Maximin, Maximas, Minimax, Savage, Hurwicz, Lapalace decision models – Game Theory : Two person – Zero – Sum – Game, Saddle Point Value of game, Dominating strategy, Mixed strategy

Unit-V: SPSS & Use of Excel for Statistics

Use of Statistical Package for Social Sciences, Diagrammatic and graphic presentation of data using Computers, Calculation of averages, Dispersion and skewness , Regression , ANOVA using computers.

Suggested Readings:

1. Richard I Levin amp; David S.Rubin, Statistics for Management, 7/e. Pearson Education, 2005.
2. Donald R. Cooper, Pamela S. Schindler, Business Research Methods, 8/e, Tata McGraw-Hill Co. Ltd., 2006.
3. Gupta S.P. – Statistical Methods, Sultan Chand and Sons, New Delhi.2005.
4. U.K. Srivastava, G.V. Shenoy and S.C. Sharma – Quantitative Techniques for managerial decisions, New Age International, Mumbai, 2005.
5. C.R . Kothari, Research Methodology Methods amp; Techniques, 2/e, Vishwa Prakashan, 2006.
6. William G. Zikmund, Business Research Methods, Thomson, 2006.
7. D.M.Pestonjee, (Ed.) Second Handbook of Psychological and Social Instruments, Concept Publishing, New Delhi, 2005.
8. Dipak Kumar.Bhattacharya, Research Methodology, Excel Books, 2006

M.COM. (E.COM) SEMESTER-III
E-COMMERCE AND E-BANKING

Paper Code: ECOM 302
PPW 5 (3+2)

Exam. Duration: 3 Hours
Max. Marks: 100 (20+30+50)

Objective: To give an indepth knowledge and practical orientation to students on the concepts of E-Commerce and E-Banking along with EDI, Cryptography, Authentication, Firewalls and Electronic Payment Mechanisms.

UNIT I Introduction

E-Commerce – Definition of E-Commerce – E-Business – Internet, Intranet, Extranet - Benefits of E-Commerce – Drawbacks of E-Commerce – Essential requirements of E-Commerce - E-Services in India - E-Commerce applications – E-Commerce opportunities in India - Cyber laws for E-Commerce – Mobile Commerce (M-Commerce)

E-Banking – The Nature of Money and Electronic payment systems – Fiduciary Vs. Scriptural money, Token Vs. Notional Money – Cash and Real Money

UNIT II Electronic Data Interchange (EDI)

Introduction – Traditional EDI Systems – Benefits and Drawbacks – Data transfer and standards Financial EDI – EDI systems and the internet – Legal security and Privacy concerns – Internet Trading Relation Ships – B2C, B2B, C2B, G2C – Features and benefits – Portal Vs. Website – Mechanism of Money transfers:- giro, electronic fund transfer

UNIT III Cryptography

Introduction – Messaging – security issues – Confidentiality – Integrity – Authentication.

Encryption – Encryption Techniques Integrity check values and digital signatures – Good encryption practices – Key management – key management tasks.

Credit card security in banks – SSL/TLS, SET – The SSL/TLS Protocol ,Cipher suites – Transport Layer Security – Security Electronic Transactions, Visa 3D – Secure.

UNIT IV Authentication & Firewalls

Authentication Methods – Fire walls – definition – Components – functionality securing the fire wall – factors considered in securing the fire wall – limitations.

UNIT V Electronic Payment Mechanisms

Introduction – The SET Protocol – SET Vs SSL – Payment gateway – Certificate Issuance – Certificate trust chain – Cryptography methods – Dual signatures – SET Logo – Compliance testing status of software Magnetic strip cards – Smart cards – Electronic Cheques – Electronic cash – Third party processors and credit cards – Risk and electronic system – Designing electronic payment systems.

Automated clearing and Settlement system in banks – Payment graphs – Real Time Gross Settlement – Fed wire – Check clearing – ATM network – CHIPS, SWIFT.

Laboratory Sessions in E-Commerce:

1. Simple exercises using HTML
2. Create a Web Site with minimum Details
3. List out the Web sites dealing with E-Commerce
4. Log on to Web Sites dealing with E- Commerce and list out the facilities available.
5. Trading stocks online, ordering products / journals / books etc.
6. Online, travel and tourism services
7. Employment placement and job market,
8. Internet banking, auctions, online publishing, advertising-Online.

Suggested Readings:

1. E-Commerce A managerial Perspective II, Micheal Changiac lee, David king , Epiram Turban
Tata Mc Graw Hill.
2. Murthy C.S.V., E-Commerce –Concepts , Models and Strategies, Himalaya Publishing
House.
3. Daniel Amor, E Business R(Evolution), Pearson Edude.
4. Krishnamurthy, E-Commerce Management, Vikas Publishing House.
5. David Whiteley, E-Commerce: Strategy, Technologies and Applications,
Tata McGraw Hill.
6. P. T. Joseph, E-Commerce: A managerial Perspectives, Tata McGraw Hill.

M.COM. (E.COM) SEMESTER-III
JAVA PROGRAMMING

Paper Code: ECOM 303
PPW: 5(3+2)

Exam Duration: 3 Hours
Max. Marks: 100(20+30+50)

Objective: To introduce the principles and concepts behind the object oriented programming and explain how complex scenarios can be handled easily using Object Oriented Technology.

UNIT-I: Introduction to Java

Introduction to Object oriented programming – Java – History – Features, Data types – Integers, Floating Point, Character, Boolean, Byte, Variables, Array, Operators, Control Statements – If, Switch - Loops – While, Do – While, For, Break Statements.
(Simple application based examples).

UNIT-II: Classes & Objects

Introduction to Classes, Declaring Classes, Rules for naming classes, creating an Object - Methods – main (), rules for main () method, Overloading methods, overloading constructors, Access Control and access Specifier, concept of Static Abstract, Types of Modifiers (Simple application based examples).

UNIT-III: Inheritance & Applets

Introduction to Inheritance basics, Member access using super class, using abstract classes, call by value, call by reference, overriding methods.
Introduction to applets – types – some sample applets.
(Simple application based example)

UNIT-IV: Packages, Interfaces and Exceptional Handling

Introduction to Packages - Creation of Package, defining a package, user defined package, class path setting, importing a package. Interface – Creating an interface, using an interface, extending an interface. Exceptional Handling: Introduction – Syntax for Exceptional Handling , try and catch blocks, exceptional types, throw and the user defined exceptions. Servlet environment and role HTML to servlet communications, servlet to applet communication (Simple application based Example)

UNIT –V: JDBC

JDBC Drivers – Statements – Catching Database results, sorting classes, controlling transactions, mapping database types, mapping data types
(Simple application based examples)

Lab Work: Java Programming

Suggested Books:

1. Complete Reference – Herbert Schildt ... Tata McGraw Hill.
2. Internet and Java Programming – R. Krishna Moorthy.
3. Java by Balaguru Swamy.

M.COM. (E.COM) SEMESTER-III
ELECTIVE - I- FINANCE
1. FINANCIAL MARKETS & SERVICES

Paper Code : ECOM304 F1
PPW: 5

Exam duration- 3 Hours
Max. Marks:100 (20+80)

Objective: To provide nature and an in depth knowledge of Working of Financial Markets and Various Fund and Fee based Financial Services.

UNIT-I: Introduction

Indian Financial System: Markets, Institutions, Instruments – Players – Regulation – Financial System and Economic Development – Innovations in Indian Financial Market.

UNIT-II: Capital Market and Money Market

Equity and Debt Markets – Primary and Secondary Markets – Innovations in Financial instruments – Issues – Listing – Intermediaries – Brokerage Business – SEBI Guidelines – Money Market: Structure, instruments, Role of Monetary policy and RBI in regulating money market.

UNIT-III: Financial Institutions and Services

Development Banking – Commercial Banks and Industrial Finance – Investment Companies: UTI, LIC, GIC, etc. – Non- Banking Finance Companies (NBFCs) – SEBI and RBI Guidelines.

Financial Services – Definition, Scope and growth - Fund based and fee based Services – Role of Financial Services in growth and Economic Development of India.

UNIT-IV: Fund Based Financial Services

Mutual Funds – Concept – Types of Funds, Advantages – Evaluation of Performance of mutual funds – Leasing – Financial evaluation of leasing – Hire purchase and consumer credit – Factoring and forfeiting – Housing Finance – Insurance services and products – Venture Capital Financing.

UNIT -V: Fee- Based Financial Services

Merchant Banking – Issue Management – Corporate restructuring – Stock Broking – Depositories – Custodial Services – Credit Rating

Suggested Books:

1. M.Y.Khan, Indian Financial System, TMH
2. M.Y.Khan, Financial Services, TMH
3. Vasanth Desai, Indian Financial System
4. V.K.Bhalla, Financial Markets and Institutions, TMH
5. Guruswamy: Essentials of Financial Services, Tata
6. Murthy and Venugopal: Indian Financial System, IK International
7. Aryasri & Murty: Banking and Financial Systems, Tata

Reference Websites: RBI, IRDA, SEBI, BSE, NSE, DFHI, NABARD, SIDBI, NBFC.

M.COM. (E.COM) SEMESTER-III
ELECTIVE - I- FINANCE
2. SECURITIES ANALYSIS AND PORTFOLIO MANAGEMENT

Paper Code: ECOM 305 F2
PPW: 5

Exam duration- 3 Hours
Max. Marks: 100 (80+20)

Objective: To acquaint the students with concept of Investment, Working of Securities Market and Construction of an optimum portfolio through Securities Analysis.

UNIT-I: Introduction

Investment: Nature, types, objectives, process and media – Investment and Speculation – Nature and Characteristic of Securities Market – Primary and Secondary Market – Stock Exchange – BSE – NSE –OTCEI – Organization and Regulation.

UNIT-II: Securities Analysis (SA)

Objectives of Securities Analysis – Fundamental Analysis: Economy, Industry and Company Analysis - Technical Analysis: Dow Theory – Oscillators – Head and Shoulders – Elliot wave theory – Efficient Market Hypothesis (EMH)

UNIT-III: Valuation of Securities

Valuation of Equity Shares and Preference Shares – Valuation of Debt and Fixed Income Securities – Valuation of Futures and Options

UNIT-IV: Portfolio Theory

Markowitz Diversification: Mean Variance Analysis – Efficient Frontier – Leveraged portfolio – Sharpe's Market Model Beta Coefficient – CAPM: Assumptions – Capital Market Line (CML) – Security Market Line (SML) – Arbitrage Pricing Theory (APT)

UNIT-V: Portfolio Evaluation

Portfolio Formula plans – Risk Adjusted Measures – Sharpe's Reward – to –Variability – Trynor's Volatility Ratio – Jensen's Differential Return.

Suggested Books:

1. Foster Donald E. and Renald J. Jordan , Security Analysis and Portfolio Management, PHI.
2. Francis jack Clerk and Richrwd W Taylor, Theory and Problems of Investment, McGraw Hill
3. Avadhani V.A Investment Management, Himalaya Publishing House.
4. Avadhani T.K Investment and Security Management in India.
5. Sulochanna M, Investment Management, Kalyani Publishing House.

M.COM. (E.COM) SEMESTER-III
ELECTIVE - II- ACCOUNTING
1. ACCOUNTING FOR MANAGEMENT

Paper Code: ECOM 304 A1
PPW: 5

Exam duration- 3 Hours
Max. Marks: 100 (20+80)

Objective: To equip the students with conceptual frame work, Mechanism and Standards of Accounting in theoretical way.

UNIT-I: Introduction:

Meaning definition, need, nature, evolution and role of Accounting Theory -Accounting Theories: Structural theories - Interpretational theories-Behavioral theories-Decision theories. Approaches to Formulation of Accounting Theory:

Practical approach-Inductive and Deductive approach-Ethical approach – Social approach – Mathematical approach – Economic approach – Electric approach – Events approach – Predictive approach. Elements of Accounting Structure – The accounting postulates – Theoretical concepts of Accounting – Accounting Principles

UNIT-II: Accounting Standards:

Definition – Benefits - Difficulties in setting accounting standards – Standards setting bodies in U.K., U.S.A. and India – Indian and international Accounting Standards in India – IAS – 1, IAS-2, IAS-4, IAS-7, IAS-14, IAS-15 – Indian Accounting Standards : AS – 1,2,3,4,5,6,7,8 and 11.

UNIT-III:Economic Value Added (EVA) and Responsibility Accounting:

Economic Value Added (EVA) – Concept – Significance of EVA – Measurement of EVA (Including simple problems)

Balanced Score Card (BSC) – Concept – Objectives – Perspectives of BSC – Multiple Scorecard – Measures to a Single Strategy (Theory Only)

Responsibility Accounting – Meaning and Significance – Organisation Structure – Responsibility Centers – Cost Center – Revenue Center – Investment Center and Profit Center - Preparation of Responsibility Accounting Reports (Including Problems)

UNIT –IV: Strategic Cost and Management System

Value Chain Analysis: Activity Based Costing and Management; Life – Cycle Costing – Target Costing – Strategic Control Systems – Behavioural aspects of control – Internal Audit – Management Audit and Enterprise Self Audit.

UNIT-V: Corporate Reporting:

Meaning-Objectives-Characteristics of good reporting – Conceptual Frame – Work – Developments in Financial Reporting: True Blood Report – Corporate Report – Stamp Report-International Financial Reporting System (IFRS).

Suggested Readings:

1. L.S.Porwal : Accounting Theory, TMH
2. Jawahar Lal: Accounting Theory, Himalaya Publishing House
3. Jain and Narang: Accounting Theory and Management Accounting, Kalyani Publishing House.
4. Sisir Kumar, Bhatta Charya, Surjit Kumar Roy : Management Accounting, S.Chand & Co.
5. R.K. Lele and Jawaharlal : Accounting Theory, Himalaya Publishing House.
6. Jain and Narang : Advanced Accountancy, Kalyani Publishing House.
7. Gupta, N.D.: Accounting Standards – India and International, Sultan Chand & Sons, New Delhi.
8. Jain S.P & Narang K.L.”Advanced Cost Accounting “ Kalayani Publishers, New Delhi,2005.
9. Saxena V.K & Vashist C,D.” Advanced Cost & Management Accounting “ Sultan Chand & Sons, New Delhi,2002.
10. Kalpan and Atkinson: Advanced Management Accounting, PHI,New Delhi.

M.COM. (E.COM) SEMESTER-III

ELECTIVE - II- ACCOUNTING

2. ACCOUNTING FOR SERVICE ORGANIZATIONS

Paper Code: ECOM 305 A2

PPW: 5

Exam duration- 3 Hours

Max. Marks: 100 (20+80)

Objectives: To understand the application of accounting practices in ascertaining the more acceptable Profits/ surpluses of professional, service and government Organizations.

UNIT-I: ACCOUNTING FOR PROFESSIONAL ORGANISATIONS:

Accounting books and documents to be maintained by professional men like Doctor, Lawyers, Engineers, and Accountants as per the provisions of income tax Act. Precautions to be taken in maintaining accounts- Relation between accounts of professional persons and their household accounts- preparation of final accounts (including problems)

UNIT-II: ACCOUNTING FOR HOTELS, HOSPITALS AND EDUCATIONAL INSTITUTIONS:

Hotels: Accounting for cash- Accounting for sales- Allowances to guests- Preparation of final accounts, special adjustments and features- special ratios relating to hotel business.

Hospitals: Types of hospitals- Items of income and expenditure- preparation of financial statements- profit and loss account and balance sheet.

Educational Institutions: Introduction – Books of accounts – Annual statement of accounts – Receipts and payments account, income and expenditure account and balance sheet. (Including problems)

UNIT-III: GOVERNMENT ACCOUNTING:

General Principles – Indian Audit and accounting Department – Comptroller and auditor general of India – Financial Administration – Procedure for preparation of Government Accounts – Compilation of Accounts, Accrual Accounting in Government (Theory only)

UNIT-IV: FARM ACCOUNTING:

Objectives of Farm Accounting – Peculiar features of farm accounting – Books of accounts recording of farm transactions – Preparation of final accounts – Single entry and double entry methods.(Including Problems).

UNIT-V: DOUBLE ACCOUNT SYSTEM (INCLUDING ACCOUNTS OF ELECTRICITY CONCERN)

Nature and Features of Double Account system – Receipts and Expenditure on Capital Accounts – General Balance Sheet – Revenue Account – Net Revenue Account – Diffence between Single Account System and Double Account System – Replacement of an Asset – Accounts of Electricity Companies.(Including Problems).

Suggested Readings:

1. Accounting Standards and Corporate accounting practices – T.P. Gosh Taxmann Allied.
2. Advanced Accountancy R.L. Gupta and M. Radhaswamy – Sultan Chand Sons, New Delhi
3. Advanced Accounts – M.C. Shukla, T.S.Grewal – S.Chand&Company Ltd., New Delhi- 110055
4. Advanced Accountancy – S.K.R. Paul – New Central Book Agency – Calcutta 700009
5. Advanced Accountancy – M.A.Arulanandam & K.S.Raman – Himalaya Publishing House- Delhi.
6. Advanced Accountancy – Jain and Narang – Kalyani Publications
7. Advanced Accountancy – N.C.Agarwal
8. Annual Reports of CAG

**M.COM. (E.COM) SEMESTER-III
ELECTIVE - III- MARKETING
1. SERVICE MARKETING**

**Paper Code: ECOM 305 M1
PPW: 5**

**Exam duration- 3 Hours
Max. Marks: 100 (80+20)**

Objective: To discuss the service marketing process and service quality model and consider the managerial challenges of service marketing.

UNIT-I: INTRODUCTION TO SERVICE MARKETING

Service Concepts – Scope of Services - Goods – Services continuum. 4 I's of Services goods and Services Categorization - Industrial Services.

UNIT-II: NATURE OF SERVICE MARKET & CONSUMER BEHAVIOUR

Understanding Service Market – Consumer and Organisational behavior - Segmentation, Target Marketing and Positioning - Customer expectations and Perceptions of services.

UNIT-III: SERVICE MARKETING MIX

Service Marketing Mix: Product, Pricing, Place, Promotion, People, Physical Evidence and Process. Service Quality – Dimensions of quality. Understanding Quality Management- Measuring Service Quality.

UNIT-IV: STRATEGIES FOR MARKETING

Strategies for Marketing – Overview, Strategies for dealing with Intangibility, Inventory, Inconsistency and Inseparability. Building Customer Relationship through Segmentation and Retention Strategies.

UNIT-V: SERVICE MARKETING TRIANGLE

Service Marketing Triangle – External Marketing, Internal Marketing, relationship Marketing and Interactive Marketing - Employees role in service delivery.

Suggested Readings:

1. Zeitham Valorie A. and Bitner Mary: Service Marketing TMH 2000.
2. Rampal M.K. and Gupta S.L.: Service Marketing, Concepts, application and cases, Galgotia Publishing Company, New Delhi, 2000.
3. Woodruffe Helen: Service Marketing, Mac Millan, India, 1997.
4. Roland T.Rust, Anthony J. Zoharik and Timothy L Keiningham , Service Marketing Addison Wesley, 1999.
5. Payne: The Essence of Service Marketing, PHI,1999.

**M.COM. (E.COM) SEMESTER-III
ELECTIVE –III- MARKETING
2. CONSUMER BEHAVIOUR**

Paper Code: ECOM 305 M2

Exam duration- 3

Hours

PPW: 5

Max. Marks: 100 (20+80)

Objective: To explore the realities and implications of buyer behaviour in traditional and e-commerce markets and understanding the buyer behaviour to improve strategic decision making.

Unit –I : INTRODUCTION TO CONSUMER BEHAVIOUR

Introduction to Consumer Behavior – Importance of studying consumer behavior – Individual determinants of consumer behavior – Personality – Theories of Personality – Relevance of personality in understanding consumer behavior – Perception – The role of perception in consumer behavior – Role of Motivation and Attitudes in consumer behavior.

Unit- II: LEARNING AND CONSUMER BEHAVIOUR

The Process of Learning and consumer behavior - Basic principles of learning – Behavioral learning theories – Classic, conditioning, Instrumental conditioning – Cognitive learning theory – Information Processing, Limited and Extensive Information processing – Involvement Theory – Communication and consumer behavior.

Unit-III: ENVIRONMENTAL FACTORS OF CONSUMER BEHAVIOUR

Environmental influences in consumer behavior: Culture, Sub-culture and Cross Cultural influences in Consumer behavior. Social Class – Nature, Measurement and Categorization. - Social Class and Consumer Behavior.

Unit-IV: GROUP INFLUENCES AND CONSUMER BEHAVIOUR

Group influences in consumer behavior – Reference Groups – Types and Nature of Reference groups. Reference group influences on consumer behavior. Household decision making – Functions of the family – Family life cycle – Family purchasing decisions – Group communication: Opinion leadership process and diffusion processes.

Unit-V: CONSUMER DECISION MAKING

Consumer decision Process: Problem recognition , search and evaluation, purchasing process and post purchase behavior – Models of consumer behavior – Case Studies in Consumer Behavior.

Suggested Readings:

1. Loudon & Bitta: Consumer Behaviour, Tata McGraw Hill, 2000.
2. Peter & Olson: Consumer Behaviour and Marketing Strategy, McGraw Hill, Fifth Ed.1999.
3. Schiffman & Kanuk: consumer Behaviour, PHI, Sixth Ed. 1997.

SEMESTER- IV

M.COM. (E.COM) SEMESTER-IV
BUSINESS COMMUNICATION AND SOFT SKILLS

Paper Code: ECOM 401
PPW: 5

Exam duration- 3 Hours
Max. Marks: 100 (20+80)

Objective: To equip the student with essential communicative skills and soft skills along with requisite expertise in language skills too.

UNIT-I: INTRODUCTION

Concept, Importance and Role of Communication in Business – Types of Communication: Verbal and Non- Verbal Communication. – 7Cs of Effective Communication – Theories of Communication – Barriers to Communications

UNIT-II: ORAL COMMUNICATION

Formal & Informal Communication – Talking and Elements of Good talking – Public Speaking – the barrier to effective public speaking – strategies to overcome the barriers – conducting and participating in meeting – voice training in terms of pitch variation – speaking speed – vocal quality

UNIT-III: WRITTEN COMMUNICATION & REPORT WRITING

Principle of Paragraph Writing, Unity, and Coherence – Report writing: Different kinds of reports, planning and Preparation: Dos and Don'ts – Technical reports – Types of reports, Structure and lay-out – writing. Scientific papers – Use of graphics, Visual and power point presentations – personal and official letters – letters of enquiries and responses – writing memos and circulars and notices – writing minutes of meeting.

UNIT-IV: SOFT – SKILLS

Introducing oneself and others – Expressing thanks and Apologies – Agreement and disagreement – Interpersonal skills – Writing resume

UNIT-V: REMEDIAL ENGLISH GRAMMAR FOR EFFECTIVE COMMUNICATION

Common errors, Words often confused, Concord, use of articles and prepositions – Tense and aspect – use of dictionary and thesaurus, Vocabulary- Synonyms and Antonyms, one – word Substitutes. Idiomatic usage and Comprehension.

Suggested Books:

1. E.Suresh Kumar & T.Samson, Communicative English Foundation Books, 2006
2. Ashraf Rizvi M. Effective Technical Communication, Tata McGraw Hill,2005.
3. Raymond Murphy, Murphy's English Grammar, Cambridge University Press, 2004.
4. R.C Sharma & Krishna Mohan, Business Correspondence and Report Writing Tata McGraw Hill 2006.
5. Holt Effective Business Communications - Style Guide by Holt, Rinehart And Winston Staff .
6. The Economist Style Guide: A Concise Guide For All Your Business Communications
7. by Economist Publications
8. Write To The Point: How To Communicate In Business With Style And Purpose
9. by Salvatore J. Iacone

**M.COM. (E.COM) SEMESTER-IV
STRATEGIC MANAGEMENT**

**Paper Code: ECOM 402
PPW: 5**

**Exam duration- 3 Hours
Max. Marks: 100 (20+80)**

Objective: To acquaint the students with concept and application of Strategic Management and developing a holistic perspective of managing enterprise in a strategic way.

UNIT -I: INTRODUCTION

Strategic Management: Concept – Characteristics – Dimensions – Process – Strategic Decision Making Approaches of Strategic Decision Making.

UNIT-II: CORPORATE CAPABILITY ANALYSIS: Process – Approaches – Environmental Analysis – PESTE Analysis – Internal Scanning: Strengths, Weaknesses, Opportunities and Treats (SWOT) analysis – Impact and BCG Matrix, GEC Model, 7 ‘S’ Frame –Work – Corporate Portfolio Analysis – Capability Maturity Model (CMM).

UNIT-III: STRATEGIC FORMULATION

Mission, Goals & Objectives – Strategic Alternative – Grand Strategies – Corporate level Strategies: Stability, expansion, diversification and Integration strategies. Mergers, Takeovers, Turnaround, Disinvestment Strategies. – Business Level Strategies: Inventions and innovations, new product Development – Reengineering and Restructuring.

UNIT-IV STRATEGY IMPLEMENTATION: Choice of strategy – Strategic Business Unit – Structures, systems, skills and styles in implementation of strategy – Organisational Culture and strategy - Leadership.

UNIT-V: STRATEGIC CONTROL

Establishing Strategic Control – Measuring performance – Role of Strategist – Using qualitative and quantitative benchmarking to evaluate performance – problems in measuring performance – Strategic Audit and Corporate evaluation in the Global and Indian context.

Suggested Readings:

1. Strategic Financial Management by Jakhotiya
2. Strategic Management: The Indian Context by R. Srinivasan
3. Strategic Management by White
4. Strategic Management: Concepts And Cases by David Fred R.
5. Strategic Management by Garth Saloner, Andrea Shepard, Joel Podolny

M.COM. (E.COM) SEMESTER-IV
ENTERPRISE RESOURCE PLANNING

Paper Code: ECOM 403
PPW: 5 (3+2)

Exam duration- 3 Hours
Max. Marks: 100 (20+30+50)

Objective: To acquaint the students about the introductory aspects of ERP and provide implementation and training in ERP packages using Accounting packages and Oracle Financials.

Unit I: ERP – Introduction – Meaning and Definition – Early Automation Business processes –OLTP Systems – History of ERP – Evolution of ERP: (MRP) Materials Requirement Planning systems in 1960 and Manufacturing Resources planning in 1970s – ERP from 1990 – Types of ERP – Integrated ERP (Theory only)

Unit II : Implementing ERP – Making a business case – Software and Hardware issues – BPR creating as is picture creating to be designed – Selection of ERP Gap analysis – Implementation customizing programming for change – Integration – Testing Regression testing – User training going live – System Configuration – Role of customizing – Role of programming in RTP (Use Tally Accounting package and Oracle Financial)

Unit III : General ledger Accounting About Flexfields in General ledger – Define currencies – Define accounting calendar – Define set of books – Assign set of books to profile – Open/close period – Enter/post in journal – Prepare trial balance – Auto posting in journal – Consolidation – Financial statement generation – Security /cross validation rule.

Budgets : Planning /funding budgets, applying actuals against budgets, prepare master budget, prepare summary template;

Integration of finance with other modules – creating chart of accounts – opening journal ledger accounts – postings in journal and ledger accounts (For practicals use Tally Accounting package and Oracle Financial).

Unit IV : Practical in Accounts payable & Accounts Receivable :
PAYABLES – Define payment Terms, Define Distribution Sets, Define Internal / Supplier Bank , Define Supplier, Types of Invoices, Standard Invoice Match with PO, Match Debit Memo with Invoice, Define prepayment Type Match with PO, Match Debit Memo with Invoice, Define prepayment Type Invoice , prepare Expense Report, Define Special, prepare .

Recurring Invoice, Generate Vendor Trial Balance, payable Transfer to General Ledger RECEIVABLES : Key Flexfiled in Receivables, Define Territory Flexfiled Values, Register Territory Values, Define FOB, Define Demand Class, Define Freight carries, Define Customer Class, Define payment Terms, Define Cust & Remittance Banks, Define Collectors, Define Statement Cycle, Define Dunning Letter, Define Dunning Letter Set, Define Auto Cash Rule Set, Define remit to Address, Define profile Class, Enter Standard Customer Define Transaction Type/Sources, Credit Memo Type, Invoice Type, Debit Memo Type, Invoice Type, Debit Memo Type, Charge Back Type, Guarantee Type, Deposit Type, Enter Standard Invoice , Enter Credit Memo, Enter Deposit Maintain Receipts, View Account.

(For practicals, use Tally accounting package and Oracle Financial)

Unit V: Asset account – Closing procedures – Drawing the Final Accounts Reporting in ERP – Auditing in ERP.

Elementary aspects in system Administration – Application user – assign/ remove responsibility – password limits – Define user, function, menu.

LAB WORK : Use of Tally and Oracle Financial packages

Suggested Books :

- (1) Implementing SAP R/3 by Nancy H., Ban Croft, et al.
- (2) David James, Graham H. Seibert "Oracle Financial – Hand Book", Tata Mc Graw Hill Edition, 1999.
- (3) Christopher Allen & Vivian Chow "Oracle Certified professional Financial Applications Consultant Exam Guide", Tata Mc Graw Hill publications, Co. Ltd., 2000.
- (4) Tally Accounting Package (Latest version).
- (5) ERP by C.S.V Murthy.

**M.COM. (E.COM) SEMESTER-IV
ELECTIVE - I- FINANCE**

1. INTERNATIONAL FINANCIAL MANAGEMENT

**Paper Code: ECOM 404 F1
PPW: 5**

**Exam duration- 3 Hours
Max. Marks: 100 (20+80)**

Objective: To provide in depth knowledge of International Finance through its components analysis and enable the students to understand the managerial practices of International Finance.

UNIT-I: INTRODUCTION TO INTERNATIONAL FINANCIAL MANAGEMENT

An overview, importance, nature and scope – Need for international financial management – Components of IF System – International Monetary System: Evaluation, Gold Standard, Bretton Woods System, the flexible exchange rate regime, the current exchange rate agreement, The Economic and Monetary Union (EMU).

UNIT-II: FOREIGN EXCHANGE MARKETS AND BALANCE OF PAYMENTS

Foreign Exchange – Foreign Exchange Market and its Components – Exchange Rate Determination and forecasting – Long-run, short-run and forward exchange rates – Cross currency system(problems) – BOP and its Accounting System – Impact of BOP on Exchange Rate – Regulation of Foreign Exchange Market in India: FERA to FEMA

UNIT-III: FORWARD, FUTURE AND OPTION MARKETS:

Various Aspects of Forward Exchange Market – Currency Futures and options – Various Facets of option contract and market – Differences between Forwards, Futures and options.(Problems).

UNIT-IV: FOREIGN EXCHANGE RISK, EXPOSURE AND MANAGEMENT

Nature of Exchange Rate Risk and exposure – Types of exposure – parity of exposure & Risk – Hedging and Speculation – Currency of Invoicing – Hedging through Futures and Options

UNIT-V: LONG TERM AND SHORT TERM ASSET LIABILITY MANAGEMENT

Foreign Direct Investment (FDI) – International Capital Budgeting – International Capital Structure and Cost of Capital – International Financing : Equity, Bond Financing, Parallel Loans – International Working Capital Management – Role of EXIM Bank and ECGC in Financing – Recent trends of EXIM policy.

Suggested Books:

1. Cheol S Eun , Bruce G Resnick:International Financial Management ,
2. Eun , Cheol :International Financial Management
3. Vinano R. Errunaet.al:International Business Finance, Global Business Press, 1994.
4. Rita M. Rodriguez and E. Eugene Carter: International Financial Management, Prentice Hall.
5. J.B. Holland: International Financial Management, Basil Black Well

M.COM. (E.COM) SEMESTER-IV
ELECTIVE - I- FINANCE
2. CORPORATE TAX PLANNING AND MANAGEMENT

Paper Code: ECOM 405 F2
PPW: 5

Exam duration- 3 Hours
Max. Marks: 100 (20+80)

Objective: To equip the students with the concepts of Tax Planning and procedure as well as Managerial practices of tax in company type of business with specific issues like Restructuring etc.

UNIT-I: INTRODUCTION:

An overview of Direct and Indirect taxes applicable to corporate sector – Significance of Corporate taxation – Concept and Definitions of corporate income tax – Residential status of a company – Rate of income tax and surcharge applicable to companies – Exempted incomes and Tax free incomes with special reference to corporate sector. (Theory only)

UNIT-II: TAXATION OF COMPANIES:

Company Definitions – Taxable income and tax liability – Carry forward and set – off of losses in the cases of certain companies – Minimum Alternative Tax – Tax on distributed profits of domestic companies – Tax on income distributed to unit holders - Tax on income received from Venture capital companies and venture capital funds – Problems on computation of taxable income of a corporate assessed (Theory and Problems)

UNIT-III: BUSINESS RESTRUCTURING:

Restructuring business – Amalgamation – Demerger – Conversion of sole proprietary business into company – Conversion of firm into company – Slump sale – Transfer of assets between holding and subsidiary companies – Amalgamation or demerger of co-operative banks. (Theory and Problems).

UNIT-IV: ASSESSMENT OF OTHER TAXES:

Security Transaction Tax – Tonnage Tax – Banking Cash Transaction Tax – Fringe Benefit Tax (Theory and Problems).

Unit-V: Tax Planning and Management:

Concept of tax planning and tax management – Tax Avoidance and Tax evasion – Tax planning with reference to Financial Management Decisions: Capital structures – Dividend policy – Bonus shares (Theory and Problems)

Suggested Books:

1. Dr. Vinod Singhania: Direct Taxes, Law and Practice, Taxman's Publications
2. B.B.Lal : Direct Taxes, Taxman's Publications
3. Dr. Bhagawati Prasad: Direct Taxes
4. Girish Ahuja and Ravi Gupta: Direct Taxes
5. T. N. Manoharan: Hand Book of Income Tax Laws
6. Gaur and Narang: Elements of Income Tax.
7. V.S. Detey: Indirect tax, Taxman's Publication.

**M.COM. (E.COM) SEMESTER-IV
ELECTIVE - II- ACCOUNTING
1. ADVANCED CORPORATE ACCOUNTING**

**Paper Code: ECOM 404 A1
PPW: 5**

**Exam duration- 3 Hours
Max. Marks: 100 (20+80)**

Objectives: To understand the application of accounting practices in the fields of modern business and profession as per the National Accounting Standards.

UNIT-I: HOLDING COMPANIES

Definition-Provisions of Accounting Standards 21-Accounts – Consolidation – Preparation of Consolidated balance sheet – Minority interest – Pre-acquisition or capital profits – Cost of control or goodwill-inter-company balances – Un realized inter company profits – Revaluation of assets and liabilities – Bonus shares – Treatment of dividend – More than one subsidiary Inter company holdings – Consolidation of profit and loss account (including problems)

UNIT-II: INVESTMENT ACCOUNTS

Introduction – Need and significance of investment accounts – Accounting standard 13-Cost of investments – Carrying amount of investments – Investment ledger – Accounting treatment equity shares accounts. (Including problems).

UNIT-III: LEASE ACCOUNTING

Definition of Lease-Features of lease-advantage and disadvantages – Lease distinguished from other modes of acquisition – Provisions of Indian Accounting Standards 19-types of lease – Financial lease – Operating Lease – Distinction between both – Terms peculiar of lease-Accounting for financial lease in the books of Lesser and Lessee – Sale and lease back.(Including problems).

UNIT-IV: ACCOUNTING FOR PACKAGES AND CONTAINERS

Introduction – Need – Accounting treatment – Non returnable containers – Methods of maintaining containers account containers stock account and container trading account, containers stock account and containers suspense account, containers trading account and containers suspense or provision or reserve account (including problems).

UNIT-V: FOREIGN BRANCHES-PREPARATION OF CONSOLIDATED STATEMENTS

Introduction – Different exchange rates – Methods of translating financial statements – The temporal method – The all current method-the current-non-current method, cumulative translation adjustment account (CTA) – Difference in the translated trial balance – Provisions of Indian accounting standard 11-process of converting trial balance of foreign branches and preparation of final accounts and consolidated balance sheet. (Including problems).

Suggested Books:

1. Accounting Standards and Corporate accounting practices – T.P.Ghosh Taxmann Allid.
2. Advanced Accountancy-R.L.Gupta and M.Radhaswamy – Sultan Chand and sons. Delhi.
3. Advanced Accountancy-M.C.Shukla, T.S.Grewal – S.Chand & Company Ltd. New Delhi.
4. Advanced Accountancy-S.K.R.Paul-new Central Book Agency- Calcutta700 009.
5. Advanced Accountancy-M.A.Arulananadam&K.S.Raman-Himalaya Publishing House.
6. Modern Accountancy – A.Mukarjee and M.Haniff-Tata Mcgraw Hill.
7. Advanced Accountancy – Jain and Narang – Kalyani Publications.

M.COM. (E.COM) SEMESTER-IV
ELECTIVE - II- ACCOUNTING
2. ADVANCED COST ACCOUNTING AND CONTROL

Paper Code: ECOM 405 A2
PPW: 5

Exam duration- 3 Hours
Max. Marks: 100 (20+80)

Objectives: This paper aims at providing the skills of applications of advanced costing Technique for ascertaining the costs, pricing of products, cost reduction and cost control.

UNIT-I: ACITIVITY BASED COSTING (ABC)

Concept and process of Activity Based Costing – Cost Hierarchies and Cost drivers-four part cost hierarchy- selection of cost drivers- Designing optimal ABC system- ABC in service and merchandising companies – significance of ABC. (Including problems)

UNIT-II: SERVICE COSTING

Concept-Cost Collection process of cost ascertainment- Transport Costing – Power-House costing Hotel/Loading house Costing – Hospital Costing – Cinema Costing – Canteen Costing. (Including problems)

UNIT-III: UNIFORM COSTING AND INTER-FIRM COMPARISON (IFC)

Concept of Uniform Costing _ Prerequisites – Scope- Objectives – Manual-advantages and limitations. Concept of IFC- Purpose- Pre requisites – Advantages and Limitations-Financial and operating Ratios for IFC-Steps in IFC (including problems).

UNIT-IV: PRODUCT AND TRNSFER PRICING

Major influences on pricing decisions – Cost and pricing for the short run- Cost and pricing for long run-target costing for target pricing – Cost plus pricing – Considerations other than costs in pricing decisions – Concept of transfer pricing-Methods of transfer pricing (including problems).

UNIT-V: COST AUDIT: COST CONTROL,COST REDUCTION

Meaning of Cost Audit- Scope and Functions- Cost audit Program_ Procedure- provisions in Companies act- Cost audit report- Concept, feature, principle of cost control and cost reduction Means and techniques- Cost control Ratios- Cost reduction committee, Cost control in India (including problems).

Suggested Readings:

- 1.Horngren, C.T. George Foster and Srikant M. Datar. Cost Accounting, Prentice Hall of India Private Ltd.
- 2.Robert S. Kaplan, Anthony A. Atkinson, Advancd Management Accounting, Pearson Education Asia
- 3.Hansen: Cost Management, Thomson, New Delhi.
- 4.Jain and Narang, Advanced Cost Accounting, Kalyani Publishers New Delhi
- 5.B.M. Lal Nigam and G.L. Sharma, Advanced Cost Accounting,. Himalaya Publishing House, Delhi.
6. Saxena & Vashist, Advance Cost Accounting, Sultan Chand and Sons, New Delhi.
7. Colin Drury: Cost and Management Accounting Thomson 2006

**M.COM. (E.COM) SEMESTER-IV
ELECTIVE –III - MARKETING
1. SUPPLY CHAIN MANAGEMENT**

Paper Code: ECOM 404 M1

Exam duration- 3

Hours

PPW: 5

Max. Marks: 100 (20+80)

Objective: To acquaint the students about the concepts of supply chain management

UNIT -I : INTRODUCTION TO SUPPLY CHAIN MANAGEMENT

- a) Introduction to Supply Chain Management – Global Optimization – Managing Uncertainty – Need for Supply Chain Management – Key Issues in Supply Chain Management.
- b) Introduction to Logistic Network – Data Collection – Model and Data Validation – Solution Techniques – Key Features of Network Configuration DSS.

UNIT-II : INVENTORY MANAGEMENT AND RISK POOLING

- a) Introduction to Inventory Management – Key factors affecting inventory policy - The Economic Lot size Model – The Effect of Demand Uncertainty – Multiple Order Opportunities – Continuous Review Policy – Periodic Review Policy.
- b) Introduction to Risk Pooling – Centralized versus Decentralized Systems – Managing Inventory in the Supply Chain – Practical Issues – Forecasting Methods.

UNIT – III: THE VALUE OF INFORMATION AND SUPPLY CHAIN INTEGRATION

- a) Introduction to value of information – The Bullwhip Effect – Effective Forecasts – Information for the Coordination of Systems – Locating Desired Products – Lead-Time Reduction – Information and Supply chain Trade-offs.
- b) Introduction to Supply Chain Integration – Push, Pull, and Push-Pull systems – Demand-driven Strategies – The impact of the Internet on Supply Chain Strategies – Distribution Strategies – Centralized versus Decentralized Control.

UNIT-IV: INTERNATIONAL ISSUES IN SUPPLY CHAIN MANAGEMENT AND STRATEGIC ALLIANCES

- a) Introduction - Risks and Advantages of International Supply Chains – Issues in International Supply Chain Management – Regional Differences in Logistics.
- b) Introduction – Framework For Strategic Alliances – Third-Party Logistics – Retailer-Supplier Partnerships – Distribution Integration.

UNIT-V: INFORMATION TECHNOLOGY FOR SUPPLY CHAIN MANAGEMENT AND DECISION-SUPPORT SYSTEMS FOR SCM

- a) Introduction – Goals of Supply Chain Information Technology – Standardization – Information Technology Infra structure – Supply Chain Management system Components – Integrating Supply Chain Information Technology.
- b) Introduction – Structure of Decision- Support Systems – Supply chain Decision-Support Systems – Selecting a Supply Chain DSS.

Suggested Readings:

1. David Simchi-Levi, Philip Kaminsky & Edith Simchi-Levi: **Designing and Managing the Supply Chain**, 2nd Edition, McGraw-Hill International.
2. Donald Bowersox, David Closs & M.Bixby Cooper: **Supply Chain Logistics**, McGraw- Hill International.

**M.COM. (E.COM) SEMESTER-IV
ELECTIVE - III- MARKETING
2. CUSTOMER RELATIONSHIP MANAGEMENT**

Paper Code: ECOM 405 M2

Exam duration- 3

Hours

PPW: 5

Max. Marks: 100 (20+80)

Objective: To acquaint the students about the concepts of customer relationship management

UNIT-I: INTRODUCTION TO CUSTOMER RELATIONSHIP MANAGEMENT

Introduction to CRM – Target Marketing – Relationship Marketing – 1 to 1 Marketing – Campaign Management – Cross- Selling – Up-Selling – Customer Retention – Customer Profitability – Value Modeling – Channel Optimization – Personalization.

UNIT-II: EVENT BASED MARKETING AND ANALYTICAL CRM

Introduction to Event Based Marketing – Customer Privacy – Marketing Automation – CRM and E-Commerce. Analytical Customer Relationship Management.

UNIT – III : SALES FORCE AUTOMATION AND CUSTOMER CARE

Sales Force Automation – Contact Management – Lead Management – Knowledge Management – Mobile CRM – The Call Center and Customer Care – The Contact Center – Customer Satisfaction Measurement.

UNIT –IV: CRM IN E-BUSINESS

CRM in E-Business: Multi-channel CRM - CRM in B2B – CRM & ERP – CRM & SCM – CRM & Supplier Relationship Management – CRM & Partner Relationship Management.

UNIT-V: CRM PLANNING AND IMPLEMENTATION

Defining CRM Success- Implementation Scenario - Determining CRM Complexity – Preparing the CRM Business Plan – Defining CRM requirements – Cost-Justifying CRM.

CRM Implementation: CRM Implementation Road map – Business planning – Architecture and Design – Technology Selection – Development – Delivery – Measurement.

Suggested Readings:

1. Jill Dyche: **The CRM Handbook – A Business Guide to CRM**, Addison-Wesley Information Technology Series, Pearson Education Asia.
2. CRM, Judith W Kincaid, Pearson Education.
3. Wagner : Customer Relationship Management - Thomson.

**M.COM (E.COM) SEMESTER-IV
GUIDELINES FOR PROJECT WORK**

1. Project work is a part of the prescribed curriculum to M.Com (E.Com) students. The Project work should be done perfectly on any E-Commerce related topic and it can be in a group of 2-4 Candidates each.
2. At the end of M.Com (E.Com) II semester, during the summer vacations, students are expected to undergo internship at a Business firm/Professional/ A voluntary Organisation/ A Government Department/ as per the guidance of the teacher concerned . This training would be for 6 weeks. Students shall get a certificate from the organisation.
3. During the III semester, they would be presenting their literature survey on the subject chosen during the seminar periods.
4. During IV semester, they would complete the report writing in English only as per the methodology learnt by the ECOM301 and would be submitting their Project Report during IV Semester.
5. The Project Reports would be examined by the External Examiner based on the quantity and context of Project Report and Viva Voce Examination conducted at the end of IV semester, Students will be awarded Grade. Unless the Project work is not successfully completed, a student will not get his/her M.Com Degree.
6. The External Examiners will be appointed by the Controller of Examinations based on the panel of examiners recommended by the Board of studies in Commerce, TU, Nizamabad.
7. The External Examiners will examine the following in the Project Report:
 - a. Survey of existing work done the Topic Chosen (Brief)/ Website surfacing reference.
 - b. Methods of Data Collection
 - c. Presentation using computer lab facility – Style, Comprehensive, Table presentation, Graphs and Charts.
 - d. E-presentation tools used for the e-projects/ programmes
 - e. Analysis, Interface and implications of the study
 - f. Overall linkage between objectives, methodology ,findings and suggestions
 - g. Bibliography.