



North Maharashtra University, Jalgaon
NAAC Re-accredited 'A' Grade University

BMS
(e-commerce)

FACULTY OF COMMERCE & MANAGEMENT



**Structure, Equivalence and
Syllabus of Bachelor of
Management Studies
(E-commerce)**

BMS (e-com)

(Semester 60-40 Pattern)

w.e.f AY 2017-18



North Maharashtra University, Jalgaon

(NAAC Reaccredited 'A' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

Structure

BACHELOR OF MANAGEMENT STUDIES (E-COMMERCE) [BMS (E-COM)]

w.e.from A.Y. 2017-18

| First Year BMS (e-Commerce) – (Sem I & II) w.e.f. AY 2017-18 | | | |
|---|-------------------------------------|-------|---------------------------------------|
| Paper | Semester-I | Paper | Semester-II |
| E 1.1 | Principles of Management | E2.1 | Introduction to Organization Behavior |
| E 1.2 | Professional Communication-I | E2.2 | Professional Communication-II |
| E 1.3 | Fundamentals of Accounting | E 2.3 | Financial Accounting and Costing |
| E 1.4 | Fundamentals of Computer & Internet | E 2.4 | Elements of E-Commerce |
| E 1.5 | C Programming | E 2.5 | Programming in C++ |
| E 1.6 | Practical on C Programming | E 2.6 | Practical on C++ Programming |
| E 1.7 | Practical on Office Automation | E 2.7 | Practical on Tally ERP |

| Second Year BMS (e-Commerce)– (Sem III & IV) w.e.f. AY 2018-19 | | | |
|---|---|-------|-------------------------------|
| Paper | Semester-III | Paper | Semester-IV |
| E 3.1 | Mathematics & Statistics for Managers | E 4.1 | Management Information System |
| E 3.2 | Business Economics | E 4.2 | Research Methodology |
| E 3.3 | Business Ethics and Professional Values | E 4.3 | Cyber Security and IT Act |
| E 3.4 | Web Designing using HTML and CSS | E 4.4 | RDBMS |
| E 3.5 | Java Programming | E 4.5 | Programming in C#.NET |
| E 3.6 | Practical on Java Programming | E 4.6 | Practical on C# .Net |
| E 3.7 | Practical on HTML & CSS | E 4.7 | Practical on RDBMS |

| Third Year BMS (e-Commerce)– (Sem V & VI) w.e.f. AY 2019-20 | | | |
|--|-------------------------------------|-------|--|
| Paper | Semester-V | Paper | Semester-VI |
| E 5.1 | Entrepreneurship Development | E 6.1 | Introduction to Banking and Insurance |
| E 5.2 | Marketing Management | E 6.2 | Human Resource Management |
| E 5.3 | Introduction to Scripting Languages | E 6.3 | Introduction to Information System Audit |
| E 5.4 | System Analysis & Design | E 6.4 | Enterprise Resource Planning |
| E 5.5 | Web Programming with ASP.NET | E 6.5 | PHP Scripting and MySQL |
| E 5.6 | Practical on ASP.NET | E 6.6 | Practical on PHP and MySQL |
| E.5.7 | Practical on Scripting Languages | E 6.7 | Project work |



North Maharashtra University, Jalgaon

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FACULTY OF COMMERCE and MANAGEMENT

STRUCTURE OF BACHELOR OF MANAGEMENT STUDIES (E-COMMERCE)

W.E.F.A.Y. 2017-18

1. TITLE OF THE DEGREE

This degree shall be titled as *Bachelor of Management Studies (E-Commerce) short name BMS (E-Com)*. This new curricula shall be effective from Academic year 2017-18.

2. OBJECTIVES

The main objective of BMS(E-Com) is to develop future managers/software developers/office support professionals, who would meet, the dynamic needs of the industry in a competitive and challenging environment. The program aims at providing expertise to students in different office support system and software development area.

The broad objectives of the Program are:

- i. To prepare students for respectable career in the e-commerce, e-business, e-banking, e-governance etc. Or in business management domain where management is augmented by information communication technology.
- ii. To develop inter-twining competence in the field of Commerce and Management, Computing Skill and Computational Tools.
- iii. To develop students as Cyber Security expert.
- iv. To develop the basic programming skills to enable students to build application program, websites.
- v. To develop the foundation for higher studies in the field of business administration, computer applications and computer management

3. DURATION

The regular Full Time Course shall be of 3 Years duration; comprising of 6 Semesters through Theory papers, Practical, Project report, Viva-voce, and such other Continuous Evaluation Systems as may be prescribed, in this respect, from time to time.

4. ELIGIBILITY FOR ADMISSION

As per admission rules framed by the North Maharashtra University, Jalgaon

5. PATTERN

- 5.1.** The suggested curriculum comprises 42 papers.
- 5.2.** For each theory paper workload will be of 60 lectures and each lecture will be of 50 minutes.
- 5.3.** Each semester will have 7 papers of 4 credits each, thus comprising 28 credits for each Semester that is 168 credits for whole BMS(E-Com) Degree Course
- 5.4.** One credit for the theory course shall be of the 15 clock hours (Each course being taught in the semester will be of 4 credits) that is each course will be of 60 hours.
- 5.5.** Continuous evaluation of the students shall comprise the 60+40 pattern; where every paper of 100 marks (4 credits), shall be divided as External evaluation of 60 marks and internal continuous assessment of 40 marks.
- 5.6.** 4 credits shall be awarded to the 6.7 Project Report and Viva-Voce. The marks and the credits will be allotted in VI Semester.
- 5.7.** Academic calendar showing dates of commencement and end of teaching, internal assessment tests shall be duly notified before commencement of each semester every year by the Institute/College.
- 5.8.** The external assessment shall be based on external written examination to be conducted by the University at the end of the each semester.
- 5.9.** The student shall not be allowed to appear for the semester examination unless the Head/Director of the Department/Institution certifies completion of internal work, regularity, practical etc. The institution / Department shall submit alongwith this certificate Internal marks to 'The Director, Examination and Evaluation' of the University.

6. Evaluation of the student:

- 6.1.** The evaluation of the student shall be divided into two parts viz. Internal Assessment and External Assessment with a weightage in the ratio of 40:60.
- 6.2.** Standard of passing –
 - 6.2.1.** In order to pass the examination the candidate has to obtain at least 40% marks for each head separately, that is 24 marks out of 60 (External) & 16 marks out of 40 marks (Internal) for all courses.
 - 6.2.2.** Minimum marks for passing the Lab and Project Report and Viva Voce i.e. the marks obtained in internal examination and external Viva Voce shall be 50% separately.
- 6.3.** The distribution of marks for each theory paper of 4 credits at term (Semester) end examination and for continuous internal assessment shall be as follows:

| Theory Examination | Maximum marks |
|--|----------------------|
| Internal assessment (College Assessment- CA) | 40 |
| External assessment (University Assessment- UA) | 60 |
| Total marks | 100 |

6.4. Internal Assessment:

6.4.1. For the internal assessment, 40 marks shall be assigned which includes:

| Heads | Marks | Evaluating Authority |
|---|--------------|-----------------------------|
| Internal test-I | 10 | Concerned Faculty |
| Internal test-II | 10 | |
| Attendance, Behaviour and classroom participation. | 10 | |
| Assignments | 10 | |
| Total marks | 40 | |

6.4.1.1. Two internal tests of 10 Marks each shall be conducted by the subject teacher. The duration of the each test will be of 30 minutes.

6.4.1.2. Ten Marks for continuous Evaluation through regular Attendance, behavior and classroom participation,

6.4.1.3. Ten Marks for Assignments based on practical aspects of the related subject.

6.4.2. The marks for each test shall be displayed on notice board within 15 days of conducting the test.

6.4.3. It is mandatory to show the answer sheets of all tests to the students on demand.

6.5. Semester examination:

6.5.1. The Semester examination for 60 marks per subject would be held after completion of teaching for the semester and as per Timetable declared by North Maharashtra University.

6.5.2. Each theory paper comprising of 60 marks shall be of two hours duration.

7. Grades:

7.1. Marks for each course would be converted into grade points as per **Seven-Point** grading scale as stated in the following table.

Table 1 Table Showing Conversion of Marks into grade points

| Marks Obtained | Grade | Equivalent Grade points |
|----------------|------------------|-------------------------|
| 75 to 100 | O : Outstanding | 6 |
| 65 to 74 | A : Very Good | 5 |
| 55 to 64 | B : Good | 4 |
| 50 to 54 | C : Average | 3 |
| 45 to 49 | D : Satisfactory | 2 |
| 40 to 44 | E : Pass | 1 |
| 0 to 39 | F : Fail | 0 |

7.2. Every paper carries maximum of 6 grade points. Similarly each paper carries 4 credit points. Thus, each paper carries maximum of 24 CR x GP points.

7.3. One semester carries 7 papers of 24 CR x GP points each. Thus, every semester carries maximum of 168 CR x GP points.

7.4. The BMS (e-commerce) programme consists of 6 semesters, each carrying 168 CR x GP points. Thus, The BMS (e-commerce) programme in all carries maximum of 1008 CR x GP points.

7.5. The grade point will be given on the basis of total marks (sum of mark obtained in internal assessment and Semester examination) obtained by a student in a subject.

7.6. The CR x GP points earned in each course shall be calculated as –

Total CR x GP points = Grade points obtained (vide Table-1) x Credits for the course

7.7. Semester Grade Point Average (SGPA) –

7.7.1. The performance of a student in a semester is indicated by a number called SGPA.

SGPA is the weighted average of the grade points obtained in all courses registered by the student during the semester. It shall be calculated as follows-

$$SGPA = \frac{\sum_{i=1}^n C_i p_i}{\sum_{i=1}^n C_i} = \frac{\sum_{i=1}^n 4 p_i}{28}$$

Where,

C_i = the maximum number of credits prescribed for the i^{th} course of a semester for which SGPA is to be calculated

p_i = grade point earned in the i^{th} course

$i = 1, 2, 3, \dots, n$ represent the number of courses in which a student is registered in the concerned semester.

That is,

$$SGPA = \frac{\text{Total CR x GP points earned for the Semester}}{\text{Total Credit points for the Semester}}$$

SGPA is rounded up to two decimal places.

7.8. Final result

Up-to-date assessment of the overall performance of a student from the time of his/her first registration is obtained by calculating a number called Cumulative Grade Point Average (CGPA), which is a weighted average of the grade points obtained in all courses registered by the student since he/she has been admitted to the **BMS e-com** course.

$$CGPA = \frac{\sum_{j=1}^m C_j p_j}{\sum_{j=1}^m C_j}$$

Where

C_j = the number of credits earned in the j^{th} course up to the semester

p_j = grade point earned in the j^{th} course.

A letter grade lower than E (i.e. grade point < 1) in a course shall not be taken into consideration for the calculation of CGPA

$j = 1, 2, 3, \dots, m$ represent the number of courses in which a student is registered up-to the semester for which the CGPA is to be calculated

The CGPA is rounded up to two decimal places.

7.9. The final grade earned shall be as per Table given below-

Final grade to be awarded and equivalent percentage of marks of the candidate based on his/her CGPA

| CGPA Value | Final Grade to be awarded to the candidate | Equivalent range for percentage of marks | Formula for obtaining equivalent approximate percentage of marks |
|------------|--|--|--|
| 5.50-6.00 | 0: Outstanding | 75-100 | $75 + \left\{ \frac{(CGPA - 5.5)}{0.02} \right\}$ |
| 4.50-5.49 | A: Very Good | 65-74 | $65 + \left\{ \frac{(CGPA - 4.5)}{0.02} \right\}$ |
| 3.50-4.49 | B: Good | 55-64 | $55 + \left\{ \frac{(CGPA - 3.5)}{0.02} \right\}$ |
| 2.50-3.49 | C: Average | 50-54 | $50 + \left\{ \frac{(CGPA - 2.5)}{0.02} \right\}$ |
| 1.50-2.49 | D: Satisfactory | 45-49 | $45 + \left\{ \frac{(CGPA - 1.5)}{0.02} \right\}$ |
| 1.00-1.49 | E: Pass | 40-44 | $40 + \left\{ \frac{(CGPA - 1.0)}{0.02} \right\}$ |
| 0.00-0.99 | F: Fail | 00-39 | Not Applicable |

8. PASSING STANDARDS

8.1. In order to get through the examination, a candidate shall have to secure minimum of 40% of the marks allotted to each subject (i.e. 16 marks out of 40 marks (Internal) and 24 marks out of 60 (External) for all subjects).

8.2. The student shall be allowed to keep the terms of the next year as per the University rules.

9. GUIDELINES FOR TEACHING

- 9.1.** There shall be at least 60 lecture hours per semester per course. The duration of the lectures shall be 60 minutes each. There shall be at least 14-16 weeks of teaching before commencement of examination of respective semester.
- 9.2.** There shall be 4 lectures / week / paper.
- 9.3.** The semester workload is balanced with 7 full papers of 100 marks each / semester.
- 9.4.** Self-study shall be natural requirement beside the time table. The Faculty will have to exert a little extra for cultivating reading habits amongst the students.
- 9.5.** The teaching method shall comprise a mix of Lectures, Practical, demos, Seminars, Group discussions, Brain storming, Game playing, Interactions with Executives etc. so as to prepare the students to face the global challenges as business executive for this Audio-visual aids and Practical field work should be a major source of acquiring knowledge.
- 9.6.** Institute may use a combination of various teaching methods such as cases, projects, independent studies, computer aided instructions, group discussions, lectures, seminars, presentations by students, and lectures by guest speakers from industry and government. The case method is generally seen as a most effective tool, and it should be included as part of the curriculum teaching as far as possible. This sharpens analytical skills of students and helps analyze problems from multi-functional perspectives. Case study method preferably shall be used wherever possible for the better understanding of the students.
- 9.7.** Each institute shall issue annual souvenir as well as a placement brochure separately to each student and a copy of the same shall be submitted to the university before the end of the year.

10. GUIDELINES FOR PROJECT

- 10.1.** Each student will have to develop software individually.
- 10.2.** In the Sixth semester examination, student shall submit "Project Report". The topic should be decided with consultation and guidance of internal guide of the Institute/college.
- 10.3.** The institute / College shall submit the detailed list of candidate to the University with Project Titles, name of the organization, internal guide and functional elective on or before 31st January of the third year.
- 10.4.** Teacher shall not be entrusted/allowed to take more than 15 students for guidance and supervision of project report.
- 10.5.** The student has to write a report based on the actual work of software development, get it certified by the concerned teacher that the Project report has been satisfactorily completed and shall submit one typed copy of the same to the Head / Director of the institute alongwith 1 CD of Project Report. In order to save the paper, both side printing is allowed.

- 10.6.** It is responsibility of concerned Institute to check the authenticity of Project.
- 10.7.** CD submitted by the student shall be forwarded to the University by the Institute before the deadline mentioned in University circular.
- 10.8.** Project viva voce shall be conducted at the end of Semester VI.
- 10.9.** The project work will carry a maximum 100 marks, of which internal teacher shall give marks out 40 on the basis of project work done by the student as a internal assessment. Viva voce of 60 marks will be conducted by the panel of the external examiners to be appointed by the University.
- 10.10.**No students will be permitted to appear for Viva-voce and Semester VI examinations, unless and until (s) he submits the project report before the stipulated time.

11. STRUCTURE OF THE QUESTION PAPER

- 11.1.** Each question paper shall be of 60 marks and of 2 hours duration.
- 11.2.**For **Theory papers** there will be 2 Sections. In section I, a candidate shall be required to answer 3 questions out of 5 questions and in section II, student shall be required to answer 2 questions out of 3 questions. All questions shall carry equal marks i.e. 12 marks each.
- 11.3.**For **Composite papers (1.3, 2.3, 3.1)** (theory and practical / problems) there will be 2 sections. In section I (practical/problem) a student shall be required to answer 3 questions out of 5 questions & in section II (Theory) he/she shall be required to answer 2 questions out of 3 questions. All questions shall carry equal marks i.e. 12 marks each.
- 11.4. For Lab,** the student will have to perform the assigned practical within of 3 hours.

12. ELIGIBILITY OF THE FACULTY

Strictly As per norms fixed by UGC /AICTE/ North Maharashtra University, Jalgaon.

For all Commerce & Management related subjects :

First Class MBA/M.Com or equivalent.

For Computer Related subjects:

First Class MCM/MBM(CM)/MCA/ MMS(CM)/MBA(IT & Systems)



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FACULTY OF COMMERCE and MANAGEMENT

W.E.F .A.Y. 2017-18

Equivalence of papers as per new syllabus of BMS (E-Com) for old syllabus of BBM (E-Com)

| NMU BBM (E-COMMERCE) 2014-15 Syllabus Papers | | NMU Equivalent BMS (E-Commerce) 2017-18 Syllabus Papers | |
|--|--|---|---|
| SEMESTER-I | | | |
| E 1.1 | Foundation Course for Managers | E 1.3 | Fundamentals of Accounting |
| E 1.2 | Professional Communication I | E 1.2 | Professional Communication-I |
| E 1.3 | Fundamentals of Computer & Internet | E 1.4 | Fundamentals of Computer & Internet |
| E 1.4 | Business Management | E 1.1 | Principles of Management |
| E 1.5 | Web Designing using HTML | E 1.5 | C Programming |
| E 1.6 | Practical on Professional Communication I | E 1.6 | Practical on C Programming |
| E 1.7 | Practical on MS- Office, Internet | E 1.7 | Practical on Office Automation |
| SEMESTER-II | | | |
| E 2.1 | Financial Accounting & Costing | E 2.3 | Financial Accounting and Costing |
| E 2.2 | Professional Communication II | E 2.2 | Professional Communication-II |
| E 2.3 | RDBMS | E 2.5 | C++ Programming |
| E 2.4 | Introduction to E-Commerce | E 2.4 | Elements of E-Commerce |
| E 2.5 | Organization Behavior | E 2.1 | Introduction to Organization Behavior |
| E 2.6 | Practical on Professional Communication II | E 2.6 | Practical on C++ Programming |
| E 2.7 | Practical on Tally, MS-Access & E-Commerce | E 2.7 | Practical on Tally ERP |
| SEMESTER-III | | | |
| E 3.1 | Mathematics and Statistics for Managers | E 3.1 | Mathematics & Statistics for Managers |
| E 3.2 | E-Business & E-Governance | E 3.3 | Business Ethics and Professional Values |
| E 3.3 | Career Management & Counseling | E 3.2 | Business Economics |
| E 3.4 | Programming in C++ | E 3.4 | Web Designing using HTML and CSS |
| E 3.5 | System Analysis & Design | E 3.5 | Java Programming |
| E 3.6 | Practical on C++ & SAD | E 3.6 | Practical on Java Programming |
| E 3.7 | Practical on RDBMS using Oracle & D2K | E 4.7 | Practical on RDBMS |
| SEMESTER-IV | | | |
| E 4.1 | C# .Net | E 4.5 | Programming in C#.NET |
| E 4.2 | Computer Animation using Flash | E 4.4 | RDBMS |
| E 4.3 | ERP | E 4.2 | Research Methodology |
| E 4.4 | Cyber Crime and Security | E 4.3 | Cyber Security and IT Act |
| E 4.5 | Management Information System | E 4.1 | Management Information System |
| E 4.6 | Practical on C# .Net & Computer Animation | E 4.6 | Practical on C# .Net |
| E 4.7 | Practical on Scripting Language | E 3.7 | Practical on HTML & CSS |

| SEMESTER-V | | | |
|--------------------|---|-------|--|
| E 5.1 | Entrepreneurship Development | E 5.1 | Entrepreneurship Development |
| E 5.2 | Soft Skills Development | E 6.4 | Enterprise Resource Planning |
| E 5.3 | Business Economics | E 5.4 | System Analysis & Design |
| E 5.4 | ASP.NET | E 5.5 | Web Programming with ASP.NET |
| E 5.5 | Field Work | | Three Chances to be Given |
| E 5.6 | Practical on ASP.NET | E 5.6 | Practical on ASP.NET |
| E 5.7 | Practical on Soft Skills Development | E 5.7 | Practical on Scripting Language |
| SEMESTER-VI | | | |
| E 6.1 | Marketing Management | E 5.2 | Marketing Management |
| E 6.2 | Introduction to Information System Audit | E 6.3 | Introduction to Information System Audit |
| E 6.3 | e-Services Applications | E 6.1 | Introduction to Banking and Insurance |
| E 6.4 | Java Programming | E 6.5 | PHP Scripting and MySQL |
| E 6.5 | Human Resource Management | E 6.2 | Human Resource Management |
| E 6.6 | Practical on web development for E-Commerce | E 6.6 | Practical on PHP and MySQL |
| E 6.7 | Project based on E-Commerce | E 6.7 | Project work |



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Bachelor of Management Studies (E-Commerce)

W.e.f. A.Y. 2017-18

SEMESTER: I

E 1.1 Principles of Management

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

- | | |
|--|-------------|
| 1. Nature of Management | 10 L |
| 1.1. Definition, Nature and Features of Management | |
| 1.2. Management-Science or Art | |
| 1.3. Management as Profession | |
| 1.4. General Principles of Management | |
| 1.5. Administration V/S Management | |
| 2. Process of Management | 10 L |
| 2.1. Functions of Management | |
| 2.2. Nature of Management Functions | |
| 2.3. Functions at Various Management Levels | |
| 2.3.1 Top Level Management | |
| 2.3.2 Middle Level Management | |
| 2.3.3 Lower Level Management | |
| 3. Forecasting | 10 L |
| 3.1. Meaning, definition, | |
| 3.2. Importance, characteristics of forecasting | |
| 3.3. Process of forecasting | |
| 3.4. Techniques of forecasting | |
| 3.5. Advantages & Limitations of forecasting | |
| 4. Planning &Organizing | 10 L |
| 4.1. Meaning, Definition & Importance of Planning | |
| 4.2. Essentials of Effective Planning | |
| 4.3. Steps of Planning | |
| 4.4. Types of Corporate Plans – Strategic & Operational Planning | |
| 4.5. Limitations of Planning | |
| 4.6. Difference between planning &forecasting | |
| 4.7. Meaning, Objectives of organizing | |
| 4.8. Principles of Organization | |
| 4.9. Span of Management | |
| 4.10. Authority & Responsibility | |

- 5. Co-ordination & Decision making** **10 L**
- 1.1. Co- Ordination
 - 1.2. The Essence of Management
 - 1.3. Co – Ordination & Co – Operation
 - 1.4. Techniques of Effective Co – Ordination
 - 1.5. Steps for effective co-ordination
 - 1.6. Meaning of decision making
 - 1.7. Process of decision making
- 6. Modern Management Techniques** **10 L**
- 6.1. Human Resource management
 - 6.2. Event Management
 - 6.3. Risk Management
 - 6.4. Time Management
 - 6.5. Disaster Management

REFERENCE BOOKS

1. Principles of Management: T. Ramasamy, Himalaya.
2. Principles of Management: Dr.KNatarajan&Dr.K.P.Ganeshan. Himalaya.
3. Management Process: Koontz & O'Donnell, Tata- McGraw hill publishers Delhi.
4. Management of System: By A.K. Gupta & J.K. Sharma, Mac-Millan Publication, Delhi.
5. Principles of Management: Prakash Kothari, B. J. Lathi, Atharv Publication, Jalgaon.
6. Management & Organizational Behaviour – By P. SubbaRao, Himalaya publication.
7. Business Organization & Management – By R.N. Gupta, Sultan Chand & Sonspublication, Delhi.



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SEMESTER: I

E1.2 Professional Communication-I

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

- 1. Basics of Communication** **10 L**
 - 1.1 Meaning & Objectives of communication,
 - 1.2 Process of communication, Importance of communication, Grapevines
 - 1.3 Steps of Effective Communication
 - 1.4 Methods of Communication
 - 1.4.1 Verbal & Non verbal
 - 1.4.2 Oral & Written
 - 1.4.3 Internal & External

- 2. Use of English Language** **10 L**
 - 2.1 Grammatical Terms, Subject & verb Agreement
 - 2.2 Punctuation: Commas, Semi-colons, colons, Hyphens & Dashes, Apostrophes
 - 2.3 Basic Grammatical Rules
 - 2.4 Tactful Use of Language: Asking for action, Handling Negatives, Talking about errors, Use of Active & Passive Voice, Techniques of Emphasis

- 3. Written Communication - I** **10 L**
 - 3.1 Meaning, Distinction with Oral Communication, Merits & Limitations of Written communication
 - 3.2 Letter writing: Layout of Business letter, types & Styles of layouts, Essentials of Good Business letters
 - 3.3 Purpose of letters: Resume, Application, Appointment. Writing Direct Messages by Manager – Delivering: Positive, Neutral & Negative Information

- 4. Written Communication – II** **10 L**
 - 4.1 Orders , Acknowledging orders, Changes in orders, After sales letters, Complaint Letter, Adjustment Letters, Sales Letters, Credit Letters, Status enquiries, Collection letter, Representations
 - 4.2 E-mail Drafting, web contents writing (Facebook, Twitter and Blogs)
 - 4.3 Report Writing: Meaning & Nature of Report, Formats of Reports – Formal, Informal reports, Writing Reports - Data collection, organizing, presentation of the Report

- 5. Organizational Communication -I** **10 L**
 - 5.1 Job Applications: Covering Letter-Resume – Appointment Letter
 - 5.2 Meaning & Importance of Organizational Communication
 - 5.3

6. **Organizational Communication –II**

10 L

- 6.1 Internal communication: Notice, Circular, Memo
- 6.2 External Communication – Enquiries, Quotations, Bank & Financial Institutions
- 6.3 Holding Press Conferences & Preparing Press Releases

REFERENCE BOOKS

- 1. Communication for Business – Taylor & Chandra – Pearson
- 2. Business Communication – Rai&Rai - Himalaya
- 3. Business Communication for Managers By Penrose / Rasberry / Myers, Cenage Learning.
- 4. Business Communication by Raman & Singh, Oxford Publication.
- 5. Basics of Business Communication – Lesikar&Flatley – Tata McGraw Hills
- 6. Business Communication – C.S. Raydu – Himalaya Publishing House
- 7. Business Communication Today – Bovee, Thill, Schatzman – Pearson
- 8. Essential Communication Skills – ShaliniAgrawal- Ane book



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SEMESTER: I

E 1.3 Fundamentals of Accounting

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 Lectures

- | | |
|---|-------------|
| 1. Introduction to Accounting | 10 L |
| 1.1 Financial Accounting-definition and Scope | |
| 1.2 Objectives of Financial Accounting | |
| 1.3 Accounting v/s Book Keeping | |
| 1.4 Terms used in accounting | |
| 1.5 Users of accounting information | |
| 1.6 Limitations of Financial Accounting | |
| 2. Conceptual Frame work | 10 L |
| 2.1 Accounting Concepts, Principles and Conventions | |
| 2.2 Accounting Standards-concept, objectives, benefits | |
| 2.3 Brief review of Accounting Standards in India | |
| 2.4 Accounting Policies | |
| 2.5 Accounting as a measurement discipline, valuation Principles, accounting estimates | |
| 3. Recording of transactions:(theory only) | 10 L |
| 3.1 Accounting cycle | |
| 3.2 Voucher system | |
| 3.3 Accounting Process | |
| 3.4 Journals | |
| 3.5 Subsidiary Books | |
| 3.6 Ledger | |
| 3.7 Cash Book | |
| 3.8 Bank Reconciliation Statement | |
| 3.9 Trial Balance | |
| 4. Depreciation:(theory only) | 10 L |
| 4.1 Meaning, Objectives for providing depreciation | |
| 4.2 Various methods of Calculating Depreciation | |
| 4.3 Elementary study of AS 6 on Depreciation Accounting | |
| 5. Preparation of final accounts:(theory only) | 10 L |
| 5.1 Preparation of Trading and Profit and Loss Account and Balance sheet of sole proprietary Business | |
| 5.2 Understanding of final accounts of a Company | |
| 5.3 Important provisions of Companies Act, 1956 in respect of preparation of Final Accounts | |

6. Corporate Banking

10 L

- 6.1 Bank Pass Book
- 6.2 Negotiable Instruments
- 6.3 Cheque, Discounting of Cheques, cheque presentment, cheque dishonored
- 6.4 Current Account
- 6.5 Overdraft
- 6.6 Cash Credit
- 6.7 Internet Banking
- 6.8 RTGS
- 6.9 NEFT

REFERENCE BOOKS

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)
2. Financial accounting: By Jane Reimers (Pearson Education)
3. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
4. Financial Accounting For Management: By Amrish Gupta (Pearson Education)
5. Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing House)



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FACULTY OF COMMERCE & MANAGEMENT

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SEMESTER: I

E 1.4 Fundamentals of Computer & Internet

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

- | | |
|--|-------------|
| 1. Introduction | 10 L |
| 1.1 History & generation of computer | |
| 1.2 Block diagram of computer system, Types of computers | |
| 1.3 Definition-Software, Hardware, Compiler, Interpreter | |
| 1.4 Characteristics & applications of Computer, | |
| 1.5 Data Representation: | |
| 1.5.1 Number system: decimal, binary, octal and hexadecimal, Representation of integers, fixed and floating points | |
| 1.5.2 Character representation: ASCII, EBCDIC codes | |
| 2. Memory Concepts | 10 L |
| 2.1 Concepts of Memory cell | |
| 2.2 Types of memory: | |
| 2.2.1 Primary-RAM, ROM, PROM, EPROM | |
| 2.2.2 Secondary - Magnetic disk, hard disk, CD | |
| 3. Input Output Devices | 10 L |
| 3.1 Input devices – | |
| 3.1.1 keyboard | |
| 3.1.2 mouse | |
| 3.1.3 scanner | |
| 3.1.4 web camera | |
| 3.2 Output device – | |
| 3.2.1 printers | |
| 3.2.2 plotters | |
| 3.2.3 LCD projector | |
| 4. Algorithm & flowcharts | 10 L |
| 4.1 Definition - Algorithm, flowchart | |
| 4.2 Flowchart symbols | |
| 4.3 Examples for constructing algorithm and flowchart for simple programs (Minimum 5) | |
| 5. Operating System Concepts | 10 L |
| 5.1 Definition, need and function of an operating system | |
| 5.2 Types of operating system | |
| 5.3 Comparative study of various operating systems | |

6. Introduction to Internet

10 L

- 6.1 Definition and types of Network
- 6.2 Definition and basic concept of internet
- 6.3 Working of Internet
- 6.4 Applications of Internet
- 6.5 Study of Web Browsers
- 6.6 Search Engines
- 6.7 E-mail account - Creation, sending and receiving e-mails with attachments
- 6.8 Messenger Services
- 6.9 News Groups

REFERENCE BOOKS

1. Fundamentals of computer - V. Raja Raman (PHI Publication)
2. Computer and commonsense - Roger Hunt and John Shelley (PHI Publication)
3. Internet in easy steps - Dream tech Press



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SEMESTER: I

E 1.5 C-Programming

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

- | | |
|---|-------------|
| 1. Introduction | 10 L |
| 1.1 Algorithm for problem solving: | |
| 1.1.1 An Introduction of algorithm | |
| 1.1.2 Properties of an algorithm | |
| 1.1.3 Classification | |
| 1.1.4 Algorithm logic | |
| 1.2 Flow chart | |
| 1.3 Basic constructs of structured programming | |
| 1.4 Modular designing of programs | |
| 1.5 Programming Environment: | |
| 1.5.1 High level programming language | |
| 1.5.2 Low level programming language | |
| 1.5.3 Middle level programming language | |
| 1.6 Assembler, Compiler, and Interpreter | |
| | |
| 2. Basics of C Language | 10 L |
| 2.1 Historical development of C | |
| 2.2 The C Character set | |
| 2.3 Types of C Constants | |
| 2.4 Types of C Variables | |
| 2.5 C keywords and Identifiers literals | |
| 2.6 Type Declaration | |
| 2.7 Arithmetic Integer: Long Short, Signed unsigned | |
| 2.8 Storage classes | |
| 2.9 Integer and Float Conversions | |
| 2.10 Type conversion in assignment | |
| 2.11 Hierarchy of operations(Operator Precedence) | |
| | |
| 3. Control Flow and Logical Expressions | 10 L |
| 3.1 Decision control instructions in C | |
| 3.2 if, if -else, | |
| 3.3 use of logical operator | |
| 3.4 hierarchy of logical operators | |
| 3.5 arithmetic operators | |
| 3.6 relational operators | |
| 3.7 assignment operators | |

- 3.8 increment and decrement operators
- 3.9 conditional operators
- 3.10 bit wise operators
- 3.11 Loops control structure :
 - 3.9.1 while loop
 - 3.9.2 for loop
 - 3.9.3 do-while loop
 - 3.9.4 nested loop
- 3.12 break, continue, case control structure

- 4. Functions 10 L**
 - 4.1 Basics,
 - 4.2 function with return value argument (formal arguments, local arguments)
 - 4.3 recursion and its types
 - 4.4 function Overloading

- 5. Array, String and Pointers 10 L**
 - 5.1 Array:
 - 5.2 array initialization
 - 5.3 bound checking 1D array
 - 5.4 2D array initialization of 1D and 2D array
 - 5.5 memory map of 1D and 2D array
 - 5.6 Multidimensional array
 - 5.7 Strings:
 - 5.8 Standard library string function strlen(), strcpy(), strcat(), strcmp()
 - 5.9 2D array of characters
 - 5.10 Pointers : Declaring Pointer Variables

- 6. Structure, Union and File Handling 10 L**
 - 6.1 Structure:
 - 6.2 use of structure
 - 6.3 declaration of structure
 - 6.4 accessing structure elements
 - 6.5 How structure elements are stored?
 - 6.6 array of structure
 - 6.7 uses of structure
 - 6.8 Field Union
 - 6.9 Difference between structure and union

REFERENCE BOOKS

1. Programming with problem solving through 'C'. (ELSEVIER) (for UNIT I)
2. Programming in C", E. Balaguruswamy Tata McGraw Hill
3. "C The Complete Reference", H. Schildt, Tata McGraw Hill
4. The C Programming language by Brian W. Kernighan Dennis M. Ritchie Prentice Hal



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SEMESTER: I

E 1.6 Practical on C Programming

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

1. Write a program in C to find the compound and simple interest.
2. Write a program in C to check the number is palindrome or not.
3. Write a program in C for Fibonaaci series up to given term.
4. Write a program in C to find factorial of given number (using recursive function)
5. Write a program in C to generate prime numbers in the given range.
6. Write a program in C for matrix multiplication
7. Write a program in C for Matrix Transpose.
8. Write a program in C for Matrix Addition/subtraction.
9. Write a program in C for Function Overloading.
10. Write a program in C which demonstrates the string function.



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SEMESTER: I

E 1.7 Practical on Office Automation

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Practical: 1

Type a paragraph on any topic and Use the following commands of MS-Word:

- | | | |
|------------------------------|--------------------------|--------------------------------|
| a) Drop Cap | b) Format Painter | c) Alignment |
| d) Subscript and Superscript | e) Bullets and Numbering | f) Spelling and Grammar Change |

Practical: 2

Demonstrate use of Shapes, SmartArt and Chart in MS- Word.

Practical: 3

Demonstrate use of creating your own Style in MS-Word.

Practical: 4

Give the Demonstration of Mail Merger using MS-Word.

Practical: 5

Give the demonstration of Power Point Presentation with following commands:

- Animation
- Header & Footer
- Clip art
- Slide Show (Record Narration , Research Timing etc)

Practical: 6

Prepare Power Point presentation using Audio and Video files.

Practical: 7

Create a Photo Album using MS-Power Point.

Practical: 8

Demonstrate use of Conditional Formatting in MS-Excel.

Practical: 9

Demonstrate use of different Charts in MS- Excel.

Practical: 10

Create Salary sheet in MS-Excel using different formula.

SEM II



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SEMESTER: II

E 2.1 Introduction to Organization Behaviour

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

| | |
|---|-------------|
| 1. Introduction | 10 L |
| 1.1. Definition of O.B, | |
| 1.2. Key elements of O.B. | |
| 1.3. Nature & Scope of O.B. | |
| 1.4. Disciplines contributing to O.B. | |
| 2. Individual Perspective | 10 L |
| 2.1. Personality. Concept. Determinants and Types, How Personality influences O.B | |
| 2.2. Attitudes. Types, Components & Functions. Attitudes& O.B. | |
| 2.3. Concept of Job Satisfaction. How it is measured? | |
| 2.4. Perception. Definition, Factors Influencing Perception, | |
| 2.5. Learning: Meaning theories of Learning | |
| 3. Interpersonal Relationship | 10 L |
| 3.1. Developing interpersonal relations | |
| 3.2. Conflict. Meaning, Sources, Types. | |
| 3.3. Aspects of Conflict (Functional and Dysfunctional) | |
| 3.4. Conflict Management | |
| 4. Group Dynamics | 10 L |
| 4.1. Groups in Organization: Formal & Informal, | |
| 4.2. Why do people join groups? , | |
| 4.3. Process of Group Development, | |
| 4.4. Types of Groups | |
| 5. Motivation and Leadership | 10 L |
| 5.1. Concept of Motivations | |
| 5.2. Types of motivation: Financial and Non-Financial | |
| 5.3. Theories of Motivation | |
| 5.4. Hierarchy of needs Theory | |
| 5.5. Theory X and Theory Y | |
| 5.6. Meaning , Functions, Styles, Traits of Leadership | |
| 5.7. Fielders Leadership Contingency theory | |
| 5.8. Path Goal Theory | |
| 5.9. Charismatic Leadership Theory | |
| 5.10. Ohio State Leadership Quadrants and Management Grids | |

6. Change management and Development

10 L

- 6.1. Why organization changes? Resistance to change, Managing resistance to change
- 6.2. Meaning of Organization development, Characteristics, Objectives
- 6.3. Work Stress: Meaning of stress, sources of stress, consequences of stress, coping strategies for the stress, stress and task performance

REFERENCE BOOKS

8. Organization Behavior – K. Ashwathappa, Himalaya Publications
9. Organization Behavior – V.S.P. Rao, Excel Books
10. Organization Behavior – Suja R. Nair, Himalaya Publications
11. Organization Behavior – Stephen P. Robbins, Pearson
12. Organization Behavior – S.S. Khanka, S.Chand & Sons
13. Organization Behavior – Fred Luthans
14. Human Behavior at Work – Keith Devis
15. Organization Behavior – P G Aquinas, Excel books, New Delhi
16. Organization Behavior – M.N. Mishra, Vikas Publications



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SEMESTER: II

E2.2 Professional Communication II

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 Lectures

-
- | | |
|--|-------------|
| 1. Barriers of Communication | 10 L |
| 1.1. Meaning, Physical/Mechanical Barriers, language Barriers, Socio-Psychological Barriers, Cross-cultural Barriers | |
| 1.2 Overcoming Barriers. | |
| 2. Verbal-Nonverbal Communication | 10 L |
| 2.1 Meaning & Importance | |
| 2.2 Body movements : Facial Expression, Eye contact, Gestures, Postures, Appearance, Touch | |
| 2.3 Space, Time, color, Vocalization, | |
| 2.4 Improving Non Verbal Communication | |
| 3. Reading & Speaking Skills | 10 L |
| 3.2 Reading Skills: Rapid Reading, Comprehension. | |
| 3.3 Speaking Skill: Speech-preparation, Guidelines for Effective speech, Negotiation, Discussion | |
| 4. Listening Skill: | 10 L |
| 4.1 Importance of listening, Listening Process | |
| 4.2 Barriers of listening, Guidelines for Effective Listening. | |
| 5. Group Discussion | 10 L |
| 5.1 Meaning, Objective, Methodology of Group Discussion, Guidelines for Group Discussion, Role | |
| 5.2 Function in Group Discussion, Nonfunctional Behavior, Improving Group Performance. | |
| 6. Interviews | 10 L |
| 6.1 Interview: Types, Preparation, Conducting and Appearing for interview | |
| 6.2 Meeting – Planning, Agenda, Layout, Leading the meeting, Drafting Minutes of Meeting & Steps for effective meeting outcomes. | |

REFERENCE BOOKS

1. Communication for Business – Taylor & Chandra – Pearson
2. Business Communication – Rai&Rai - Himalaya
3. Business Communication for Managers By Penrose / Rasberry / Myers, Cenage Learning.
4. Business Communication by Raman & Singh, Oxford Publication.
5. Basics of Business Communication – Lesikar&Flatley – Tata McGraw Hills
6. Business Communication – C.S. Raydu – Himalaya Publishing House
7. Business Communication Today – Bovee, Thill, Schatzman – Pearson
8. Essential Communication Skills – ShaliniAgrawal- Ane book



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SEMESTER: II

E 2.3 Financial Accounting & Costing

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

SECTION 1 – FINANCIAL ACCOUNTING

- 1. Accounting Standards (A)** 10 L
- 1.1. Elementary Study of:
 - 1.1.1. AS-1- Disclosure of Accounting Policies
 - 1.1.2. AS-2 – Valuation of Inventories
 - 1.1.3. AS-6 - Depreciation Accounting
 - 1.1.4. AS-10 – Accounting for Fixed Assets
- Accounting for Investment (B)**
- 1.2. Preparation of Investment Account for Fixed Income bearing securities.
 - 1.3. Cum-Interest Purchase, Sale & Computation of profit On Securities
 - 1.4. Ex-Interest Purchase, Sale & Computation of profit On Securities
- Refer to AS -13- Accounting for Investment.
- 2. Joint Stock Companies** 10 L
- 2.1 introduction
 - 2.2 Shares Issue of Shares at par, discount & premium, Forfeiture, Reissue of Shares. Right Issue.
 - 2.3 Buy back Of Shares, Redemption of Preference Shares.
 - 2.4 Profit Prior to Incorporation
 - 2.5 Debentures Issue & Redemption.
- 3. Computer Software Accounting** 10 L
- 3.1 Computers and Financial application
 - 3.2 Accounting Software packages.

SECTION 2 COST ACCOUNTING

- 4. Fundamentals of Costing** 10 L
- 4.1 Basic concepts,
 - 4.1.1 Cost, Expense, Loss,
 - 4.1.2 Costing, Cost Accounting,
 - 4.1.3 Cost Unit, Cost Centre
 - 4.2 Elements of Costs
 - 4.3 Direct & Indirect
 - 4.4 Classification of Costs on the basis of various criteria
 - 4.5 Advantages and Limitations of Cost Accounting
- 5 Materials** 10 L
- 5.1. Importance of Materials accounting and control
 - 5.2. Direct & Indirect Materials

5.3. Procedure and documentation of Purchasing and Storekeeping :Purchase Requisition, Purchase Order, Goods Received Note, Inspection Report, Materials Requisition , Materials Transfer Note and Materials Return Note

5.4. Economic Ordering Quantity

5.5. Stores Accounting: Bin Cards, Store Ledger, Perpetual Inventory system Pricing of Materials issues under FIFO, LIFO, Simple Average Method, and Weighted Average Method

5.6. Material levels

6. Labour Costing

10 L

6.1 Labour : Importance and Remuneration

6.2 Labour Time Recording: Time Keeping &Time Booking

6.2 Methods of Labour Remuneration, Time Rate, Piece Rate, Differential Piece Rate

6.3 Incentives, Bonus & Premium Wage Plans.

REFERENCE BOOKS

Books On Accounting:-

1. Advanced Accounting Volume 1 – Ashok Sehgal and Deepak Sehgal, TaxmannAllied Services (P) Ltd., New Delhi
2. Advanced Accountancy – Vol. I , R. L. Gupta & M. Radhaswamy, Sultan Chand & Sons
3. Fundamentals of Accounting, Dr. T. P. Ghosh, Sultan Chand & Sons
4. Accountancy for C.A. Foundation Course , P.C. Tulsian, Tata McGraw Hill
5. Advanced Accountancy Volume –I P. C. Tulsian ,Peareson Education (Singapore) Pvt. Ltd,
6. Indian Branch, New Delhi
7. Advanced Accounts, M.C. Shukla, T. S. Grewal& S.C. Gupta, S. Chand & Co Ltd.
8. Fundamentals of Accounting, Dr. S.N. Maheshwari& Dr. S.K. Maheshwari, Vikas
9. Publishing House, New Delhi

Books on Cost Accounting :-

1. Fundamentals of Cost Accounting, Dr. S.N. Maheshwari, Sultan Chand & Sons
2. Advanced Cost Accounting: N. K. Prasad
3. Cost Accounting for C.A. , Dr. N. K. Agrawal, SuchitraPrakashan Pvt. Ltd
4. Cost Accounting (Problem and Theory), S. N. Maheshwari, Mahavir Publication
5. Cost Accounting (Methods & Problems), B. K. Bhar, Academic Publisher, Calcutta
6. Principles and Practices of Cost Accounting, Ashish K. Bhattacharya, A.H. Wheeler

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SEMESTER: II

E 2.4 Elements of E-Commerce

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

- | | |
|--|-------------|
| 1. Fundamentals of E-Commerce Part - I | 10 L |
| 1.1 Meaning & Limitations of Conventional Commerce | |
| 1.2 E-Commerce Vs Conventional Commerce | |
| 1.3 Origin & evolution of e- Commerce | |
| 1.4 Nature, feature, goals & need of e- Commerce | |
| 1.5 Essentials of e-Commerce, | |
| 1.6 Levels & Procedures of E-Commerce | |
| 1.7 Parties to E-Commerce Transactions | |
| | |
| 2. Fundamentals of E-Commerce Part - II | 10 L |
| 2.1 Advantages & Disadvantages of E-Commerce | |
| 2.2 Mobile Commerce (M-Commerce) | |
| 2.3 E- Business & E- Commerce | |
| 2.4 E-Markets & E-Commerce | |
| 2.5 E-Commerce & Internet | |
| | |
| 3. Business Models for e-Commerce | 10 L |
| 3.1 Meaning, Definition, Importance of e-Business | |
| 3.2 Models based on the Nature of Transacting Parties | |
| 3.2.1 B2B, B2C, B2G | |
| 3.2.2 C2C, C2G, & G2G | |
| 3.3 Models based on Nature of Transactions | |
| 3.3.1 Manufacture Model | |
| 3.3.2 Advertising Model | |
| 3.3.3 Value Chain Model | |
| 3.3.4 Brokerage Model | |
| | |
| 4. E-Payment System | 10 L |
| 4.1 Traditional Payment System compared to Modern Payment System | |
| 4.2 Modes of Modern Payments | |
| 4.2.1 PC Banking | |
| 4.2.2 Credit Cards, Debit Cards, Smart Cards | |
| 4.2.3 e-Cheques/ Internet Cheques | |
| 4.2.4 Micro Payments, e-Cash | |

| | |
|---|-------------|
| 4.3 Digital Signature | |
| 4.3.1 Legal position as to Digital Signature | |
| 4.3.2 Procedure & working of Digital Signature Technology | |
| 4.4 Risks in e-Payments | |
| 4.4.1 Data Protection Risk | |
| 4.4.2 Risk from Mistakes & Disputes | |
| 4.4.3 Managing Credit Risk | |
| 5 E-Security Part I | 10 L |
| 5.1 Security Concepts: Need & Importance | |
| 5.2 Intruders | |
| 5.3 Attacking methods: Hacking and Cracking | |
| 5.4 Filters: Meaning & types, Definition of Fire walls | |
| 5.5 Cryptology: encryption & decryption | |
| 5.6 Data encryption Standards | |
| 6 E-Security Part II | 10 L |
| 6.1 Cyber Crimes | |
| 6.2 e-Commerce Security Solutions | |
| 6.2.1 e-Locking Techniques | |
| 6.2.2 e-Locking Products | |
| 6.2.3 e-Locking Services | |
| 6.3 Net-scape Security Solutions | |

REFERENCE BOOKS

1. e-Commerce : Concepts, Models, Strategies : C S V Murthy Himalaya Publishing
2. E-Commerce, E-Business :Dr C S Rayudu : Himalaya Publishing
3. Electronic Commerce : Elias M Awad : Pearson education
4. e-Commerce : An Indian Perspective, P T Joseph SJ



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SEMESTER: II

E 2.5 Programming in C++

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

- 1. Introduction and Features** **10 L**
Fundamentals of object oriented programming (OOP), Object oriented programming concepts encapsulation, inheritance, polymorphism, dynamic binding, message passing. Procedure Oriented Programming vs. Object Oriented Programming, Structures, Classes, reusability.
- 2. Language Constructs** **10 L**
Review of constructs of C used in C++ : variables, types and type declarations, user defined data types; increment and decrement operators, relational and logical operators; if then else clause; conditional expressions, input and output statement, loops, switch case, arrays, structure, unions, functions, pointers; preprocessor directives.
- 3. Classes and Objects** **10 L**
Defining Objects, Array of Object, Creation, accessing class members, Private Vs Public, Constructor and Destructor, Types of Constructor, Method definition, Use of Friend, Inline Implementation, Constant member functions. Creating Object pointer, this pointer, pointer arithmetic, accessing member using pointer.
- 4. Operator Overloading** **10 L**
 - 4.1 Concept, Need, Types of operator overloading
 - 4.2 Overloading Unary operators
 - 4.3 Overloading binary operators
- 5. Inheritance** **10 L**
Definition of inheritance, types of inheritance, single inheritance, hierarchical inheritance, multiple inheritance, hybrid inheritance, Accessing protected, private, public data, inheriting constructors, constructor for virtual base classes, constructors and destructors of derived classes, nesting of classes. Polymorphism and Virtual Functions, Introduction, types, implementing early and late binding, virtual function, need for virtual functions, virtual base class, abstract base classes and pure virtual functions, virtual destructors
- 6. File and Streams** **10 L**
Concept of file, different operation of the file, Instruction to file streams classes, methods of file handling, header files, updating of file, opening and closing a file.

REFERENCE BOOKS

1. C++: An introduction to programming by Jense Liberty Tim Keogh: BPB Publications, New Delhi
2. OO Programming in C++ by Robert Lafore: ,Galgotia Publications Pvt. Ltd., Daryaganj, New Delhi
3. Object Oriented Programming Using C++, SanjeevSofat, Cyber Tech. Publication, New Delhi
4. Object Oriented Programming in C++ by E. Balaguruswamy, TMH Publishing Co. Ltd., New Delhi
5. C++ Premier by Stephen Parata , TMH Publishing Co. Ltd., New Delhi
6. C++ Primer by SB Lippman and J Lajoie; Addison Wesley (Singapore) Pvt. Ltd., New Delhi
7. Mastering C++ by KR Venugopal and Rajkumar, T Ravishankar; Tata McGraw Hill Publishing Co.Ltd.,New Delhi
8. Object Oriented Data Structuring using C++ by KS Easwarakumar; Vikas Publishing House Pvt. Ltd., NewDelhi
9. Programming in C and C++ by SS Khandare; S Chand and Company Ltd. New Delhi
10. Object Oriented Programming using C++ by B Chandra, Narosa Publishing House Pvt Ltd., Daryaganj, New Delhi 110002



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SEMESTER: II

E 2.6 Practical on C++ programming

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

1. Write a program to demonstrate use of various operators.
2. Write a program to demonstrate use of constructor and destructor.
3. Write a program to demonstrate use of public and private access specifier.
4. Write a program to demonstrate use of string manipulations.
5. Write a program to demonstrate use of function overloading.
6. Write a program to demonstrate use of operator overloading.
7. Write a program to demonstrate use of inheritance.
8. Write a program to demonstrate use of friend function.
9. Write a program to demonstrate use of recursive function.
10. Write a program to demonstrate use of files



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SEMESTER: II

E 2.7 Practical on Tally ERP

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

1. Creation of company, Alter and Shut Company, Delete the existing company and show the company details.
2. Creation of Groups, Alter the Groups and deletion of Group and Display Groups.
3. Creation of Ledger A/c's, Display and Alter the Ledger A/c's, Deletion of Ledger a/c's.
4. Demonstrate different types of voucher entries and display Profit & Loss A/c and Balance Sheet.
5. Creation of stock groups, stock Item and also stock category with unit of measurements.
6. Creation of Purchase order and sales order.
7. Showing Ledger wise Trial-Balance of a Company.
8. Showing detailed Profit & Loss Account & balance Sheet of a Company.
9. Showing Income & Expenditure Statements for Non Trading Concerns.
10. Showing Stock Summery Report.

SEM III
w.e.f. 2018-19



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W.e.f. A.Y. 2018-19

SEMESTER: III

E 3.1 Mathematics & Statistics for Managers

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 Lectures

- 1. Mathematical Logic** **10 L**
- 1.1. Meaning of Statement
 - 1.2. Primitive and Compound Statements
 - 1.3. Truth Values of a Statement
 - 1.4. Law of Excluded Middle
 - 1.5. Logical Operations: Negation, Conjunction & Disjunction Implication, Double Implication, Equivalence
 - 1.6. Equivalence of Logical Statements
 - 1.7. Truth Tables & Construction of Truth Tables
 - 1.8. Tautology and Contradiction
 - 1.9. Argument: Valid And Invalid Arguments
- 2. Sets** **10 L**
- 2.1. Meaning of a Set
 - 2.2. Methods of Describing a Set
 - 2.2.1. Tabular Form
 - 2.2.2. Set Builder Form
 - 2.3. Types of a Set:
 - 2.3.1. Finite Set, Infinite Set, Empty Set, Subset, Universal Set
 - 2.3.2. Equal Sets, Overlapping Sets, Disjoint Sets, Complementary Set
 - 2.4. Operations on Sets
 - 2.4.1. Union of Sets
 - 2.4.2. Intersection of Sets
 - 2.4.3. Difference of Sets
 - 2.5. Demorgan's Laws (Without Proof)
 - 2.6. Venn Diagrams
 - 2.7. Cartesian Product of Two Sets
 - 2.8. Statement of Following Laws (Without Proof) Relating To Union and Intersection of Sets :-
Idempotent Laws (ii) Identity Laws (iii) Commutative Laws (iv) Associative Laws (v) Distributive Laws
- 3. Matrices** **10 L**
- 3.1. Meaning of a Matrix, Order Of Matrix
 - 3.2. Types of Matrix

- 3.2.1.Zero Matrix, Column Matrix, Square Matrix, Diagonal Matrix
- 3.2.2.Scalar Matrix, Unit Matrix
- 3.2.3.Symmetric Matrix, Skew-Symmetric Matrix
- 3.2.4.Transpose of a Matrix: Singular Matrix & Non-Singular Matrix
- 3.3. Algebra of Matrices:
 - 3.3.1.Equality of Matrices
 - 3.3.2.Multiplication of Matrix by A Scalar
 - 3.3.3.Addition of Matrices, Subtraction of Matrices
 - 3.3.4.Multiplication of Matrices

4. Introduction to Statistics 10 L

- 4.1. Meaning of Statistics
- 4.2. Importance and Limitations of statistics
- 4.3. Meaning of data, Raw data, Primary data, Secondary data
- 4.4. Variable and attribute, Types of variable: - districts and continuous
- 4.5. Meaning of Population and sample
- 4.6. Introduction to methods of sampling: - simple random sampling and stratified random sampling

5. Measures of central tendency 10 L

- 1.8. Meaning and central tendency
- 1.9. Statement of measures of central tendency: - arithmetic mean, geometric mean, harmonic mean, median and mode
- 1.10. Statement of measures of central tendency: - arithmetic mean, geometric mean
- 1.11. Partition values: - quartiles, deciles and percentiles
- 1.12. Computation of partition values for given raw data
- 1.13. Numerical examples and problems from real life situations

6. Mathematical and Statistical Calculations using MS-EXCEL 10 L

- 6.1. Step by step procedure to perform basic logical function using MS Excel
- 6.2. Step by step procedure to perform basic mathematical function using MS Excel
- 6.3. Step by step procedure to perform basic statistical function using MS Excel

REFERENCE BOOKS

1. Business Mathematics Sancheti&Kapoor Sultan Chand & Co. New Delhi
2. Business Mathematics & Analytics Anand Sharma Himalaya Publishing
3. Business Mathematics Dr.Ramnath Dixit and Dr.Jinendra Jain Himalaya Publishing
4. Business Mathematics & Statistics: Punaini, Pearson Education
5. Business Statistics C M Chikkodi& B G Satyaprasad Himalaya Publishing
6. Business Statistics S P Gupta Sultan Chand & Co. New Delhi



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FACULTY OF COMMERCE & MANAGEMENT

Bachelor of Management Studies (E-Commerce)

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SEMESTER: III

E 3.2 Business Economics

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

- | | |
|---|-------------|
| 1. Meaning, Nature and Scope of Business Economics | 10 L |
| 1.1 Meaning and Nature of Business Economics. | |
| 1.2 Scope of Business Economics. | |
| 1.3 Micro Economics – Meaning and Nature. | |
| 1.4 Macro Economics – Meaning and Nature. | |
| 2. Demand and Supply Analysis | 10 L |
| 2.1 Demand Analysis | |
| 2.1.1 Meaning | |
| 2.1.2 Determinants of demands | |
| 2.1.3 Law of demand | |
| 2.2 Demand Forecasting – Meaning and importance | |
| 2.3 Supply Analysis | |
| 2.3.1 Meaning | |
| 2.3.2 Determinants of supply | |
| 2.3.3 Law of supply | |
| 3. Production Cost and Revenue concepts | 10 L |
| 3.1 Short Run Cost – Total Fixed and Total variable Cost. | |
| 3.2 Average Cost – Average Fixed Cost and Average Variable Cost. | |
| 3.3. Marginal Cost. | |
| 3.4 Short Run and Long Run Average Cost Curves. | |
| 3.5 Revenue Concepts – Totals, Average and Marginal Revenue. | |
| 3.6 Concepts of Firm and Industry. | |
| 4 Market Structure | 10 L |
| 4.1 Meaning, Definition and Features of perfect competition, Monopoly, Monopolistic competition, Oligopoly and Duopoly. | |
| 4.2 Price determination – equilibrium of demand and supply. | |
| 5 Demand and Supply of Money | 10 L |
| 5.1 Meaning and Functions of Money. | |
| 5.2 Functions of Commercial Banks. | |
| 5.3 Meaning and various Motives of demand for money. | |

6 National Income

10 L

- 6.1 Meaning.
- 6.2 Measuring Methods of National Income.
- 6.3 Difficulties in measurement of National Income.
- 6.4 Concepts of National Income.
 - 6.4.1 GNP and NNP.
 - 6.4.2 GDP and NDP.
 - 6.4.3 Personal and Disposable Income.
 - 6.4.4 Per-Capita Income.

REFERENCE BOOKS

- 1) Business Economics by Mishra and Puri, Himalaya Publishing House (7th Edition) 2008.
- 2) Business Economics by V.G. Mankar and L.SuseelaSarma, Himalaya Publishing House (2nd Edition) 2001.
- 3) Business Economics by D.M. Mithani and G.K. Murthy, Himalaya Publishing House (16th Edition) 2007.
- 4) Micro Economics by K.P.M. Sudnaram and E.N. Sudnaram, S.Chand and Sons.
- 5) Modern Economic Theory by K.K. Dewett, S.Chand Publication, New Delhi.
- 6) Introduction to positive Economics by Lipsey and Cristal, Oxford Press.
- 7) Macro Economics N.GregaryMankir, Thomson Press.
- 8) Macro Economics by D.N. Dwived, Tata McGrow Hill.
- 9) Principles of Economics by D.N. Dwived, Vikas Publishing



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SEMESTER: III

E3.3 Business Ethics & Professional Values

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

- 1. Meaning, Nature and Scope of Business Economics** **10 L**
 - 1.1 Values, Norms, Beliefs
 - 1.2 Ethics Vs. Morals and Values
 - 1.3 Moral Standards, Beliefs and their role
 - 1.4 Ethical Vs Law
 - 1.5 Ethics and Business, Myth of a moral business.
 - 1.6 Emotional Quotient

- 2. Business Ethics** **10 L**
 - 2.1 Meaning, nature & objectives of business ethics, Characteristics of ethics in business.
 - 2.2 Principles of business ethics, Scope of Business ethics
 - 2.3 Types of business Ethics, Relationship between Business ethics and corporate excellence.
 - 2.4 "C"s of Business ethics.

- 3. Management of Ethics** **10 L**
 - 3.1 Structure of ethics management
 - 3.2 Theories of Ethics:
 - 3.2.1 Consequential.
 - 3.2.2 Non-Consequential
 - 3.3 Advantages of Managing Ethics in Workplace.
 - 3.4 Ethics analysis - Hosmer model
 - 3.5 Factors influencing Business ethics.

- 4. Organizational Ethics** **10 L**
 - 4.1 Ethics in Business – Myth & Reality,
 - 4.2 The Indian Business scene, Ethical, Concerns,
 - 4.3 Global trends in business ethics,
 - 4.4 Corporate code of ethics

- 5. Functional ethics and Ethical Decision making** **10 L**
 - 5.1 Meaning of functional ethics.
 - 5.2 Types of ethics according to functions of business.
 - 5.3 Ethical decision making process.
 - 5.4 Factors creating unethical behaviour, Function of Ethics officer

6. Professional Values

10 L

- 6.1 Definition, objective and Importance of Professional Values.
- 6.2 Scope and advantages of professional values, Sources of Value Systems.
- 6.3 Types and characteristics of Professional ethics and Values.
- 6.4 Impact of Values and ethics on organizations.
- 6.5 Sources of Professional values and ethics.

REFERENCE BOOKS

- 1. Business Ethics & Values- D. Senthil Kumar, A. Senthil Kumar.
- 2. Business Ethics: - O.C. Ferrel, John Paul Fraedrich, Linda Ferrell.
- 3. Ethics in Business & Management - R. P. Banerjee Himalaya Publication.
- 4. Business Ethics–Concept & Practice - B.H.Agalgatti& R. P. Banerjee–Nirali
1. Publication
- 5. Business Ethics, C S V Murthy, Himalaya Publishing House.
- 6. Laura P. Hartman, AbhaChatterjee – Business Ethics Tata McGraw Hill.
- 7. Business Ethics and Professional Values - A.B.Rao –Excel Books.
- 8. The Ethics of Management by Larue Tone Hosmer, Richard D. Irwin Inc.



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SEMESTER: III

E 3.4 Web Designing Using HTML and CSS

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

- 1. Web Site Designing Concepts** **10 L**
 - 1.1 Web Site Organization
 - 1.2 Site Types and Architecture
 - 1.3 Basics of Web Page Design
 - 1.4 Site Navigation Theory
 - 1.5 Site Maps Theory

- 2. HTML Fundamentals** **10 L**
 - 2.1 Hypertext Basics
 - 2.2 Basic anatomy of Web Page
 - 2.3 Nested Tags &Key
 - 2.4 HTML Tags, HTML, Head, And Title Tags, Meta And Body Tags,
 - 2.5 Creating HTML Code in Notepad, Viewing in a Browser

- 3. Formatting Text & Images** **10 L**
 - 3.1 Importance of Formatting,
 - 3.2 Paragraphs And Alignment,
 - 3.3 Bolded Text, Italicized Text,
 - 3.4 HTML Headings,
 - 3.5 Ordered List Tags and Attributes, Unordered List Tags and Attributes Nested Lists,
 - 3.6 Font Tags, Font Attributes.
 - 3.7 Web Image Formats, Image Tags And Attributes,
 - 3.8 Background Images and Color, R.G.B. Color, Html Color, Hexadecimal Color, Color Attribute.

- 4. Links & Tables** **10 L**
 - 4.1 How Links Work,
 - 4.2 Anchor Tag and Attributes
 - 4.3 Absolute Vs. Relative Links
 - 4.4 E-Mail Links
 - 4.5 Named Anchors
 - 4.6 Table Tags & Table Attributes, Cell Attributes, Merging Rows & Columns

- 5. Frames and Forms** **10 L**
 - 5.1 Frames, Pros And Cons Of Using Frames
 - 5.2 Creating Framesets, Frameset Attributes & Frameset Examples, Frame Tag And Attributes
 - 5.3 Target Attributes, No frames Tag
 - 5.4 Anatomy of A Form

5.5 Form Tag And Attributes, Text Boxes, Check Boxes, Radio Buttons, Menus, Text Areas, Submit and Reset Buttons.

6. Cascaded Style Sheet(CSS)

10 L

6.1 CSS Introduction

6.2 CSS Syntax and Selectors

6.3 Types of Style sheet(Internal , External)

6.4 CSS Properties Border, Margin, Text, Fonts, List, table

REFERENCE BOOKS

1. Textbook of Web Designing By Joel Sklar, Cengage Learning Publication 2009
2. Web designing in Nut Shell (Desktop Quick Reference) by Jennifer Niederstublication – O’Reilly publication
3. Designing web navigation by James Kalbach Publication – O’Reilly publication
4. How to become web master in 14 days Publication – Techmedia publication



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SEMESTER: III

E 3.5 Java Programming

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

- | | |
|---|-------------|
| 1. Introduction | 10 L |
| 1.1 History of Java, Java as a Programming Tool | |
| 1.2 Comparison between C++ and Java | |
| 1.3 Advantages of Java (Simple Object oriented, distributed, secure, Architecture Neutral, Portable, Interpreted, High performance, Multithreading, dynamic). | |
| 2. Programming Basic Concepts | 10 L |
| 2.1 Keywords and Identifiers | |
| 2.2 Data Types | |
| 2.3 A simple java programs, Compiling and running programs using command line and Editors. | |
| 2.4 Command line arguments | |
| 2.5 Control flows (conditional statement, loops, Switch statements, break statements, Block scope) | |
| 2.6 Input Output in Java | |
| 2.7 Arrays (Single Dimensional and Two Dimensional) | |
| 2.8 String Function | |
| 3. Objects and Classes | 10 L |
| 3.1 Introduction | |
| 3.2 Defining a class, Adding variables, Adding methods, creating objects. | |
| 3.3 Constructors | |
| 3.4 Method Overloading | |
| 3.5 Static members | |
| 3.6 Nesting of methods. | |
| 4. Inheritance | 10 L |
| 4.1 Inheritance, Types of Inheritance | |
| 4.2 Interfaces | |
| 4.3 Method Overriding | |
| 4.4 Abstract Classes | |
| 4.5 Access Modifiers | |
| 4.6 Wrapper Classes | |
| 4.7 Inner Classes | |
| 5. Exception Handling & Multithreading | 10 L |
| 5.1 Dealing with errors | |
| 5.2 Use of Try, Catch and Finally | |

- 5.3 Use of throw and throws
- 5.4 Concept of Multithreading
- 5.5 Thread Life Cycle

6. Applet and AWT component

10 L

- 6.1 Applet Life Cycle
- 6.2 Applet Tag & its attributes
- 6.3 AWT Containers Window, Frames
- 6.4 Flow Layout, Border Layout Manager

REFERENCE BOOKS

1. Core JAVA 2 Vol-1 & Vol-2 by -Cay S Horstmann, Gary Cornell
2. Java by Example 1.2 -The Sun Micro Systems Press, New Delhi
3. Programming with java, A Primer by E. Balguruswamy
4. Deitel and Deitel Java How toProgram -Prentice Hall
5. Complete Reference Java -2 Edition-5 by Herbert Schildt
6. Java-2 Black Book -Publication –Tata MacGrawhill



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SEMESTER: III

E 3.6 Practical on Java Programming

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

1. Write a program that demonstrates program structure of java.
2. Write a Java Program that will display Factorial of the given number.
3. Write a Java Program that will display 25 Prime nos.
4. Write a Java Program that will accept command-line arguments and display the same.
5. Write a Java Program to sort the elements of an array in ascending order.
6. Write a java program which demonstrates the application of constructors.
7. Write a java program which demonstrates the use of methods overloading.
8. Write a java program which demonstrates the use of static members
9. Write a java program which demonstrates inner class.
10. Write a java program which explains the concept of all types of inheritance.
11. Write a java program which demonstrates the method overriding.
12. Write a java program to implement an interface
13. Write a java program to draw a Human Face using Applet.



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SEMESTER: III

E 3.7 Practical on HTML & CSS

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

1. Create a Personal web page using basic HTML tags
2. Create internal hyperlinks in your web page
3. Create a simple table showing your examination time table
4. Create a web page demonstrating the use of with attributes
5. Divide the browser window into horizontal frames
6. Create a web page demonstrating list
7. Create a web page to show information about NMU Jalgaon
8. Create a web page demonstrating linking
9. Create a web page demonstrating Internal & external CSS
10. Design a Form using HTML & CSS for student information system.

SEM IV



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SEMESTER: IV

E 4.1 Management Information System

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

- | | |
|---|-------------|
| 1. Fundamentals of Management Information Systems | 10 L |
| 1.1 Concepts, Classification & Value of Information | |
| 1.2 Information System: Open & Closed | |
| 1.3 Management Information System | |
| 1.4 Definition, Concepts & Meaning | |
| 1.5 Components & Activities | |
| 1.6 Types – Operation support system & Management support systems | |
| 2. Control in MIS | 10 L |
| 2.1 Control systems – Feedback & Feed forward systems | |
| 2.2 MIS planning process – Steps in planning | |
| 2.3 MIS design & Development Process | |
| 2.4 Components of MIS | |
| 2.5 MIS vis-à-vis Computer, Academics & Users | |
| 2.6 MIS vis-à-vis Information Concepts, System Concepts | |
| 3. Process of Management Information System | 10 L |
| 3.1 System Analysis & Design | |
| 3.2 Introduction & Need for System analysis | |
| 3.3 System analysis of a new requirement | |
| 3.4 Structured systems analysis & Design (SSAD) | |
| 4. Development of MIS | 10 L |
| 4.1 Introduction & Contents of MIS Long range plans | |
| 4.2 Determining the information | |
| 4.3 Management of Quality in the MIS | |
| 4.4 Factors contributing in the Success & Failure of MIS | |
| 5. Application of Management Information System | 10 L |
| 5.1 Business Processes: Primary, Supportive & Administrative | |
| 5.2 MIS in functional area | |
| 5.3 MIS & Manufacturing sector | |
| 5.4 Marketing Information System | |
| 5.5 Accounting Information system | |
| 5.6 Concept of Artificial Intelligence | |

6. Support System

10 L

- 6.1 Decision Support System (DSS): Concept, Philosophy, Characteristic, Classes, Users of DSS
- 6.2 Executive Support System (ESS): Introduction, Components & Architecture
- 6.3 Office Information System: Document management & Communication system

REFERENCE BOOKS

1. Management Information System by Jawadekar – Tata McGraw Hill
2. Management Information System by Arora – Excel Books
3. Management Information System by Davis & Gordon - Tata McGraw Hill
4. Management Information System by James O'Brian & George M Marakas- TataMcGraw
5. Management Information Systems Managerial Perspectives- D P Goyal – Macmillan
6. Management Information Systems – S. Sadagopan- PHI
7. Management Information System by C S V Murthy – Himalaya Publishing House



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SEMESTER: IV

E 4.2 Research Methodology

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

| | |
|--|-------------|
| 1. Research | 10 L |
| 1.1 Definition, need and purpose | |
| 1.2 Basic Concepts | |
| 1.3 Classification of research | |
| 1.4 Identification of Problem | |
| 1.5 steps in selecting research problem | |
| 2. Research Design | 10 L |
| 2.1 Introduction to Research Design | |
| 2.2 Features of research design | |
| 2.3 Types of research design | |
| 2.4 steps of research design | |
| 2.5 features of good research design | |
| 2.6 Uses of research design | |
| 3. Sample Design | 10 L |
| 3.1 Factors affecting size of sample | |
| 3.2 Role of sampling theory | |
| 3.3 types of sampling | |
| 3.4 Probability sampling | |
| 3.5 Double sampling | |
| 3.6 selection of random sampling | |
| 4. Methods of data collection | 10 L |
| 4.1 Types of data – Primary and Secondary | |
| 4.2 Data Collection Methods | |
| 4.2.1 Primary data: Questionnaire, Interview and Observation | |
| 4.2.2 Secondary data: Historical/Recorded (All types to be covered in detail). | |
| 5. Methods and Tools of Data Analysis | 10 L |
| 5.1 Problem measure | |
| 5.2 Reliability | |
| 5.3 Validity | |
| 5.4 Descriptive Statistics | |
| 5.4.1 Measures of Central Tendency : Mean, Median, Mode | |
| 5.4.2 Measure of Central distendency: Standard Deviation | |

5.5 Graphical Presentation of data: Bar diagrams, Pie-chart, Line Graphics, Histograms

5.6 Inferential Statistics:

5.6.1 Measure of Association: Co-efficient of Correlation

6. Testing of Hypothesis

10 L

6.1 Chi-square test & T-test

6.2 Software for Statistical Analysis – SPSS: Features

6.3 Writing research report:

6.3.1 Report drafting

6.3.2 Types of reports

6.3.3 Reference to footnotes

6.3.4 Types of diagrams

REFERENCE BOOKS

1. Research Methodology by Dr Vijay Upagade, Dr. ArvindShende. S. Chand & co pvt ltd New Delhi.
2. Research Methodology by Dr. PrasantSarangi – Taxmann Publications
3. Charles H. Busha& Stephen, P. Harter. Research Methods in Librarianship: Techniques and Interpretation. New York: Academic Press, 1980
4. .Nick Moore & Martin Hesp. The basics of writing reports etcetera. London: Bingley, 1985..
5. Gopal (M.H.): An Introduction to Research Procedure in Social Sciences. New Delhi, Vikas, Pub. House, 1992.
6. Krishnaswami, O.R. Methodology of Research in Social Sciences. Bombay : Himalaya,1993.
7. RavichanderRao, I.K. Quantitative Methods for Library and Information Science. New Delhi : Wiley Eastern, 1983



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SEMESTER: IV

E 4.3 Cyber Security and IT Act

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

- | | |
|---|-----------|
| 1. Elements of Information Security | 10 |
| 1.1 Basics of Information system | |
| 1.2 Types of Information System | |
| 1.3 Nature of Information Systems | |
| 1.4 Meaning of Information Security | |
| 1.5 Basic Principles of Information Security | |
| 2. Security Threats, Controls and Concept | 10 |
| 2.1 Information System Threats and attacks | |
| 2.2 Security Threats to E Commerce | |
| 2.3 Business Transactions on Web | |
| 2.4 Concepts in Electronics payment systems: | |
| 2.4.1 Internet Banking | |
| 2.4.2 E-Cash | |
| 2.4.3 Credit/Debit Cards | |
| 2.5 Physical Security: | |
| 2.5.1 Need of Physical Security | |
| 2.5.2 Disaster and Controls | |
| 2.5.3 Access Control: Biometrics: Benefits of Biometrics Systems and Criteria for selection of Biometrics | |
| 3. Cyber Security with Cryptography | 10 |
| 3.1 Model of Cryptographic Systems | |
| 3.2 Issues in Documents Security | |
| 3.3 Digital Signature, Requirement of Digital Signature System | |
| 4. Network Security | 10 |
| 4.1 Basic Concepts | |
| 4.2 Dimensions of Network Security | |
| 4.3 Network Attacks | |
| 4.4 Intrusion Detection System | |
| 4.5 Virtual Private Networks: | |
| 5. Introduction to Cyber Crime | 10 |
| 5.1 Cyber Crime Introduction | |

- 5.2 Email Tracing and Tracking
- 5.3 Email Spoofing
- 5.4 Mobile Number Hacking
- 5.5 Data Recovery
- 5.6 Cyber Fraud Detection
- 5.7 Hack Website

6. Indian IT Act

10

- 6.1 Fundamentals of Cyber Law
- 6.2 Introduction to Indian Cyber Law:
 - 6.2.1 Information Technology Act 2000
 - 6.2.2 Main features of the IT Act2000
 - 6.2.3 Information Technology Amendment Act 2008 and its major strengths

REFERENCE BOOKS

1. Godbole, "Information Systems Security", Willey
2. Merkov, Breithaupt, "Information Security", Pearson Education
3. Yadav, "Foundations of Information Technology", New Age, Delhi
4. Schou, Shoemaker, "Information Assurance for the Enterprise", Tata McGraw Hill
5. Sood, "Cyber Laws Simplified", McGraw Hill
6. Furnell, "Computer Insecurity", Springer
7. IT Act 2000



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SEMESTER: IV

E 4.4 RDBMS

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

| | |
|--|-------------|
| 1. Database Systems | 10 L |
| 1.1 Definition of DBMS & RDBMS | |
| 1.2 File processing system Vs DBMS | |
| 1.3 Limitation of file processing system | |
| 1.4 Advantages and Disadvantages of RDBMS | |
| 2. Data Models | 10 L |
| 2.1 Relational Model | |
| 2.2 Network Model | |
| 2.3 Hierarchical Model | |
| 2.4 Entity Relationship Model | |
| 3. Integrity Constraints | 10 L |
| 3.1 Keys: Super key, Candidate, Primary, Foreign Key | |
| 3.2 Entity Integrity | |
| 3.3 Referential Integrity | |
| 3.4 Integrity Constraints | |
| 4. Functional Dependencies & Normal Forms | 10 L |
| 4.1 Functional dependency types & Normalization | |
| 4.2 Normal Form:1 NF, 2 NF, 3 NF | |
| 5. Introduction to Structured Query Language using Oracle | 10 L |
| 5.1 Introduction to SQL &Oracle | |
| 5.2 Data types in oracle | |
| 5.3 Operators in oracle | |
| 5.4 Working with tables | |
| 5.5 Introduction to DML, TCL, DDL, DCL | |
| 5.6 Integrity constraints | |
| 5.7 Functions in Oracle | |
| 5.7.1 Numeric Function | |
| 5.7.2 Character Function | |
| 5.7.3 Date Function | |
| 5.7.4 Conversion Function | |
| 5.7.5 Group Function | |

6. Sub Queries & Joins

10 L

6.1 Sub Queries using correlated queries

6.2 View and Sequence

6.3 Set Operators

6.4 Joins:

6.4.1 InnerJoin

6.4.2 Equi-Join

6.4.3 Non Equi

6.4.4 Self-join

6.4.5 Outer Joins

REFERENCE BOOKS

1. Oracle PL/SQL by Example, Rosenweig, Pearson Education
2. Database System Concepts: - Abraham Silberschatz, Henry F. Korth& S. Sudarshan,McGraw-Hill
3. Oracle- D2K by Ivan Bayros
4. Introduction to Database Management Systems, by – AtulKahate (Pearson Education).



North Maharashtra University, Jalgaon

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FACULTY OF COMMERCE & MANAGEMENT

Bachelor of Management Studies (E-Commerce)

W.e.f. A.Y. 2018-19

SEMESTER: IV

E 4.5 Programming in C#.NET

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

- | | |
|---|-------------|
| 1. .Net framework | 10 L |
| 1.1 Introduction to .NET framework | |
| 1.2 Common Language Runtime (CLR) | |
| 1.3 Common Type System (CTS) | |
| 1.4 Garbage Collection | |
| 2. C# as a Language | 10 L |
| 2.1 Introduction to C # | |
| 2.2 Difference between C++ and C#, Difference between Java and C#. | |
| 2.3 Basic Constructs – Variables, Data types, Operators, arrays, functions | |
| 2.4 Control Statements (if statement, if....else statement, nesting of if....else statement, switch statement), Looping Construct(while statement, do statement, for statement, for each statement) | |
| 3. Object Oriented Programming in C# | 10 L |
| 3.1 Class and Object | |
| 3.2 Constructors and Destructors | |
| 3.3 Access modifiers: Public, Private, Protected, Friend | |
| 3.4 Overloading and Overriding | |
| 3.5 Inheritance, Interfaces | |
| 4. Exception handling | 10 L |
| 4.1 Types of errors | |
| 4.2 Syntax of exception handling code | |
| 4.3 Try and Catch block | |
| 4.4 Finally and throw statements | |
| 5. Windows Application in C#.NET | 10 L |
| 5.1 Introduction to GUI Programming | |
| 5.2 Windows Forms | |
| 5.3 GUI Components/ Controls (Text Boxes, Buttons, Labels, Check Boxes, Radio Buttons, List Boxes, Combo Boxes, Picture Boxes, Scrollbars, Menus etc.) | |

6. Databases access using ADO.NET

10 L

6.1 Introduction to ADO.NET

6.2 Components of ADO.NET

6.3 The SqlConnectionObject, SqlCommandObject

REFERENCE BOOKS

1. Illustrated C# 2008, Solis, Publication APRESS, ISBN 978-81-8128-958-2
2. Professional C# 4.0 and .NET 4 by Christian Nagel, Bill Evjen, Jay Glynn, Karli Watson, Morgan Skinner, WROX
3. Beginning C# Object-Oriented Programming By Dan Clark ,Apress



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SEMESTER: IV

E 4.6 Practical on C#.Net

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

1. Write a program to print "NMU, Jalgaon" given number of times.
2. Write a program to show use of different operators.
3. Write a program to show use of Looping Constructs.
4. Write a console application to read command line parameters.
5. Write a program to check given number is palindrome or not.
6. Write a program to show use of Constructor and Destructor.
7. Write a program to show use of Function Overloading.
8. Write a program to demonstrate Inheritance.
9. Write a program to show use of Exception Handling.
10. Write a program to demonstrate use of different controls.



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W.e.f. A.Y. 2018-19

SEMESTER: IV

E 4.7 Practical on RDBMS

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

1. Assignment on DDL Commands
2. Assignment on DML Commands
3. Assignment on various types of Constraints.
4. Assignment on select clause, where clause, Order By, Distinct, Group By etc.
5. Assignment on Aggregate Functions.
6. Assignment on String functions.
7. Assignment on Date and Time Functions.
8. Assignment on Nested Queries.
9. Assignment on Views.

SEM V
w.e.f. 2019-20



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SEMESTER: V

E 5.1 Entrepreneurship Development

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 Lectures

- 1. Entrepreneur and Entrepreneurship** **10 L**
 - 1.1 Entrepreneur - Concept, Functions, Types, Characteristics, Qualities and Role – Ideal Entrepreneur
 - 1.2 Entrepreneur vis-à-vis Professional Manager
 - 1.3 Distinction between wage employment, self employment & Entrepreneurship
 - 1.4 Entrepreneurial Competencies
 - 1.5 Entrepreneur and Entrepreneurship – Factors, Barriers & Problems and Process of Entrepreneurship

- 2. Entrepreneurship Development** **10 L**
 - 2.1 Entrepreneurship Development: Concepts, Factors affecting, Development Cycle and Strategy
 - 2.2 Entrepreneurship Development Program (EDP): Concepts, Objective, Contents, issues, Phases, Evaluation. Institutions conducting EDP's in India
 - 2.3 Entrepreneurship Development Training: Importance, Objective, Methods
 - 2.4 Role of Institutions in Entrepreneurship Development –
 - 2.4.1 District Industrial Centre (DIC), Small Industries Services Institute (SISI),
 - 2.4.2 Entrepreneurship Development Institute of India (EDII),
 - 2.4.3 National Institute of Entrepreneurship and Small Business Units Development (NIESBUD),
 - 2.4.4 National Entrepreneurship Development Board (NEDB)
 - 2.5 Role of Central and State Government in Entrepreneurship Development

- 3. Emerging areas in Entrepreneurship** **10 L**
 - 3.1 Women Entrepreneurship: Types, Challenges, Opportunities, Achievements, Problems, Remedial Measures & supporting Institutions and Role Models of Woman Entrepreneurs in India, Self Help Groups
 - 3.2 Rural Entrepreneurship: meaning, need, Problems, Development, Role of NGO's, Entrepreneurship in agriculture
 - 3.3 Social Entrepreneurship: Genesis & Characteristic
 - 3.4 E- Entrepreneurship: Concept, Purpose and Essence

- 4. Family Business Management** **10 L**
 - 4.1 Importance of Family Business
 - 4.2 Types of Family business
 - 4.3 History of family businesses

- 4.4 Responsibilities and Rights of Family Shareholders of a Family Business
- 4.5 Succession in Family Business
- 4.6 Pitfalls of the Family Business
- 4.7 Improving Family Business Performance
- 4.8 Management Development Plan in Family Business
- 4.9 How to save the Family Business
- 4.10 Seasonal Nature of the Family Business

5. Project 10 L

- 5.1 Project : Concept, Classification, Identification, Project Design, Project Appraisal, Project Planning
- 5.2 Formulation of Project Report - Cost Benefit Analysis, Technical Feasibility, Financial Feasibility, Managerial Feasibility, and Market Survey
- 5.3 Financing of the Project – Sources of Finance
- 5.4 Role of Financial Institutions – Commercial Banks, IDBI, ICICI, SIDBI, SFC's, IFCI, NABARD, Venture Capital.

6. Project Management 10 L

- 6.1 Project Management Life Cycle: Project Initiation, Planning, Execution, Closure
- 6.2 Project Monitoring and Control – Parameters, Process
- 6.3 Monitoring and Control of group of Projects
- 6.4 Computer based Project Management
- 6.5 Integrated Project Management – Management of Project Finances, Materials – Production – Marketing – Personnel Management
- 6.6 Project Audit

REFERENCE BOOKS

Books for Entrepreneurship:

1. Dynamics of Entrepreneurship Development and Management – Vasant Desai, Himalaya
2. Entrepreneurship Development small business Enterprises – PoornimaCharantimath - Pearson
3. Entrepreneurship, Robert D. Hisrich, Michal P. Peters, Tata McGraw-Hill Edition
4. Entrepreneurship by Ial and Sahai, Excel Books
5. Entrepreneurship Development and Project Management by Neeta Baporikar, Hiimalaya
6. Entrepreneurship Development in India by Gupta, Srinivasan – Sultan Chand & Sons
7. Entrepreneurship Management by ArunaKaulgud - Thomson
8. Entrepreneurship Development by S.S. Khanka – S. Chand
9. Patterns of Entrepreneurship by Jack M. Kaplan, Willey Publications
10. Entrepreneurship Development by Cynthia L. Greene, Cenage Learning

Books for Project Management

1. Project Management by Gray, Larson – Tata McGraw Hill
2. Project Management by Vasant Desai- Himalaya
3. Project Management by Maylor - Pearson
4. Projects - Prasanna Chandra – CFM TMH Professional Series -Tata McGraw Hill
5. Project Management : Managerial Approach by Jack R. Merediths and Samuel J. Mantel Jr.,
Willey Publications
6. Contemporary Project Management by Timothy J. Kloppenborg, Cenage Learning
7. Project Management and Control by Narendra Singh, Himalaya Publishing House
8. Project Management by Panneerselvam, Senthilkumar – PHI
9. Project Management by Nagarajan – New Age International



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Bachelor of Management Studies (E-Commerce)

W.e.f. A.Y. 2019-20

SEMESTER: V

E 5.2 Marketing Management

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

- | | |
|---|-------------|
| 1. Introduction to marketing | 10 L |
| 1.1. Nature, Scope and Importance | |
| 1.2. Definition, Evolution, Marketing Orientations (Concepts) | |
| 1.3. Marketing Process, Developing the Marketing Mix, The role of marketing mix in planning and strategy | |
| 2. Marketing Environment and Marketing Research | 8 L |
| 2.1. Meaning, Concept, Importance of Environmental Analysis | |
| 2.2. Micro-environment and Macro-environment | |
| 2.3. Indian Marketing Environment-Changes in Economic System, Opportunities in Rural Market, Emergence of Organised Retailing | |
| 3. Market Segmentation | 10 L |
| 3.1. Concept, Bases for segmentation | |
| 3.2. Targeting Market Segment | |
| 3.3. Concept of Product Positioning and Differentiation | |
| 4. Product and Price | 12 L |
| 4.1. Product- Meaning, Classification, levels, Product Life Cycle | |
| 4.2. Product Decisions-Individual, Line and Mix, Brand-Meaning and Types | |
| 4.3. Pricing- Objectives, Factors Affecting and Strategies | |
| 4.4 Place (Channel of Distributions)- Meaning, Functions, Levels, | |
| 4.5 Selection of Channels (Channel Design), Channel Conflicts and Control, | |
| 4.6 Retailing-Types and Functions | |
| 5. Promotion | 10 L |
| 5.1. Promotion Mix, AIDA Model, | |
| 5.2. Integrated Marketing Communication (IMC) process, | |
| 5.3. Promotion Strategies-Push, Pull and Combined, The Five Ms of Advertising, Sales Promotion- Objectives, Types | |
| 6. Digital Marketing | 10 L |
| 6.1 Industry – reaching audience through digital channels | |
| 6.2 Traditional Vs. Digital Marketing | |
| 6.3 Introduction to online marketing environment | |
| 6.4 Online Marketing Mix | |
| 6.5 Digital Signage | |

REFERENCE BOOKS

1. Marketing Management- Dr. K Karunakaran, Himalaya Publishing House
2. Marketing Management- S.A. Sherlekar, Himalaya Publishing House
3. Marketing Management (Text and Cases)- SHH Kazmi, Excel Books
4. Principles of Marketing (A South Indian Perspective)- Philip Kotler, Gary Amrstrong, Prafulla Agnihotri, Ehsan, Pearson
5. Marketing Management – Rajan Saxena – Tata McGraw Hill
6. E-Marketing, Strauss, PHI



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SEMESTER: V

E 5.3 Introduction to scripting languages

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

- 1. Scripting Language Basics** **10**
 - 1.1 Meaning of Scripting Language
 - 1.2 Types of Scripting Language (JavaScript, VBScript, Perl, ASP, PHP)
 - 1.3 Scripting Language vs. programming Language
 - 1.4 Differences between client-side and server-side scripting
 - 1.5 Advantages and Disadvantages of Scripting Languages

- 2. JavaScript** **10**
 - 2.1 JavaScript: Introduction
 - 2.2 Advantages of using JavaScript
 - 2.3 Writing JavaScript into HTML
 - 2.4 Basic Programming Techniques: Data Types and Literals, Creating variables, JavaScript Array, operators and Expressions (Arithmetic, Logical, Comparison. String and Assignment operator) in JavaScript.

- 3. JavaScript Programming Constructs:** **10**
 - 3.1 Conditional checking (if-then-else statement),
 - 3.2 Loops (for loop and While loop),
 - 3.3 Functions in JavaScript (Built-in functions and User defined functions)
 - 3.4 Dialog Boxes (Alert, Prompt and Confirm Dialog Box)

- 4. XML** **10**
 - 4.1 Intro & features of XML
 - 4.2 Difference between XML & HTML
 - 4.3 XML writing Elements, Attributes etc.
 - 4.4 XML with CSS, XML Namespaces
 - 4.5 XML DTD, XML Schemas, Writing Simple sheets using XSLT

- 5. Python** **10**
 - 5.1 Introduction to Python
The basic elements of python, Branching Programs, Control Structures, Strings and Input, Iteration.
 - 5.2 Functions, Scoping and Abstraction

Functions and scoping, Specifications, Recursion, Global variables, Modules, Files, System Functions and Parameters.

6. Object Oriented Programming using Python

10

6.1 Abstract Data Types, Classes and objects

6.2 Inheritance

6.3 Encapsulation and Information Hiding.

REFERENCE BOOKS

1. The Complete Reference HTML and CSS 5th Edition , McGrawhill Publication
2. JavaScript: The Definitive Guide, Sixth Edition Activate Your Web Pages By David Flanagan
Publisher: O'Reilly Media
3. HTML, DHTML, JavaScript, Perl & CGI by Ivan Bayross, BPB Publishing
4. Beginning XML, 4th Edition, David Hunter, Jeff Rafter, Joe Fawcett, Eric van der Vlist, Danny Ayers, Jon Duckett, Andrew Watt, Linda McKinnon ISBN: 978-0-470 11487, Wrox Publication
5. Professional XML by Bill Evjen, Kent Sharkey, ThiruThangarathinam, Michael Kay, Alessandro Vernet, Sam Ferguson, Wrox Publication
6. John V Guttag. "Introduction to Computation and Programming Using Python", Prentice Hall of India.
7. R. Nageswara Rao, "Core Python Programming", dreamtech



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Bachelor of Management Studies (E-Commerce)

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SEMESTER: V

E 5.4 System Analysis And Design

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

Objectives:

- The course is designed to impart knowledge of step by step development of software and documentation tools.

| | |
|---|-----------|
| 1. Fundamentals of System | 06 |
| 1.1 System concepts: definition, constraints, properties, elements, | |
| 1.2 Types of system: open & closed, Physical & abstract, temporary & permanent, Feedback System | |
| 1.3 Information System: TPS, MIS, DSS, ESS | |
| 2. SDLC | 10 |
| 2.1 Phases in Systems Development Life Cycle | |
| 2.2 Roles and responsibilities and skills of system analyst, developer and users of system | |
| 2.3 SDLC Models : Waterfall Model, Spiral, Prototyping, Object Oriented model | |
| 3. Project Planning | 06 |
| 3.1 Planning a project, size, time and cost estimation | |
| 3.2 Feasibility study | |
| 3.3 Organising the project, staffing | |
| 3.4 Project scheduling | |
| 4. Systems Design | 12 |
| 4.1 Steps in design phase | |
| 4.2 Logical and physical design | |
| 4.3 Data Flow Diagrams | |
| 4.4 Entity Relationship diagrams | |
| 4.5 Data Dictionary, Database relationship | |
| 5. Logic Representation tools and interface designing | 10 |
| 5.1 Decision Tree | |
| 5.2 Decision Tables | |
| 5.3 Structured English | |
| 5.4 Input forms design | |
| 5.5 Report layouts | |
| 5.6 Rules for interface designing | |

6. Study the following systems for developing project

16

6.1 School Admission System

6.2 Library System

6.3 Hotel System

(Study includes feasibility study, database design, dataflow diagram and ER diagram)

REFERENCE BOOKS

1. System Analysis and Design Methods, Whitten, Bentley and Barlow, Galgotia Publication.
2. System Analysis and Design Elias M. Awad, Galgotia Publication
3. Software Engineering by Roger Pressman
4. Software Engineering by Yogesh Agrawal
5. System analysis and design by James A. Senn



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SEMESTER: V

E 5.5 Web Programming with ASP.NET

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

- | | |
|---|-------------|
| 1. Elements of ASP.NET | 10 L |
| 1.1 History of Asp.Net | |
| 1.2 Introduction to Asp.Net | |
| 1.3 Features of Asp.Net | |
| 1.4 Structure of Asp.Net Page | |
| 1.5 ASP.NET Web Pages Model (Single Page Model, Two Page Model) | |
| | |
| 2. ASP.NET Controls and Intrinsic ASP.NET Objects | 10 L |
| 2.1 Working with Basic Web Form Controls | |
| 2.2 HTML Server Controls | |
| 2.3 ASP.Net Rich Controls | |
| 2.4 Validation Controls(Required Field Validator, Range Validator, Compare Validator) | |
| 2.5 Intrinsic Objects (Request Object, Response Object, Session Object Application Object, Server Object) | |
| | |
| 3. State Management | 10 L |
| 3.1 Page Level- View State | |
| 3.2 User Level- Session | |
| 3.3 Application Level-Application | |
| 3.4 Website Level –Cookies | |
| 3.5 Global Application Class (global.asax) | |
| 3.6 Web Configuration File (Web.config) | |
| | |
| 4. Data Access with ADO.NET | 10 L |
| 4.1 Overview of ADO.NET Objects | |
| 4.2 Create and retrieve Database Connections | |
| 4.3 Sql Data Source Controls | |
| 4.4 ASP.NET Data-Bound Controls | |
| 4.5 Grid View, Repeater, Data List, Details View, Form View | |
| | |
| 5. Master Pages | 10 L |
| 5.1 Master Page overview | |
| 5.2 How to Create Master Page | |
| 5.3 Configure Content Page | |
| 5.4 Navigation Controls and SiteMap files | |

6. ASP.NET Security Controls

10 L

- 6.1 Using the Create User Wizard control
- 6.2 Using the Login Status control
- 6.3 Using the Login control
- 6.4 Using the Login View control

REFERENCE BOOKS

1. ASP.NET - The Complete Reference, Matthew MacDonald
2. ASP.NET 4.5 IN SIMPLE STEPS (SIMPLE STEPS series), KOGENT LEARNING SOLUTIONS INC., 2013
3. Programming ASP.NET, J.Liberty, D.Hurwitz, (3rdEd), O'REILLY, 2006
4. ASP.NET and VB.NET Web Programming, by Crouch Matt J, Addison Wesley 2002.
5. www.asp.net



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SEMESTER: V

E 5.6 Practical on ASP.NET

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

1. Create an ASP .NET application using Web server controls apply appropriate Validation to it.
2. Create an ASP .NET application using Master Pages and Themes and Skins
3. Create an ASP .NET application to demonstrate binding of Grid View, Data List, Repeater, Drop Down List, Radio Button List, Check Box List Control using ADO .NET
4. Create an ASP .NET application to demonstrate Navigation controls
5. Create an ASP .NET application to demonstrate User controls
6. Create an ASP .NET application to demonstrate Web parts
7. Create an ASP.NET application to demonstrate AdRotator Control



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SEMESTER: V

E 5.7 Practical on Scripting Languages

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

1. Write a JavaScript for exception handling.
2. Write a JavaScript program to show use of Popup Boxes (Alert, Confirm, and Prompt).
3. Write JavaScript program by using Procedures (sub procedures & function procedures).
4. Write a Java Script program for checking client validation (email)
5. Write a Java Script program for checking client validation (not null)
6. Write a Java Script program for checking client validation (check numeric value)
7. Write a Java Script program to display even and odd numbers from given range.
8. Write a Java Script program to calculate factorial of given number.
9. Develop programs to understand the control structures of python
10. Develop programs to learn concept of functions scoping.
11. Develop programs to implement OOPS concept like Inheritance, Encapsulation, Information Hiding etc.

SEM VI



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SEMESTER: VI

E 6.1 Introduction to Banking and Insurance

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

- 1. Introduction to Banking Lectures** **10 L**
 - 1.1. Banking System in India
 - 1.2. Commercial banking Structure: Meaning, Role & Functions of the Banks
 - 1.3. Liabilities & assets of the Banks
 - 1.4. New Concepts in Banking: Retail Banking, Microfinance, Credit/ debit cards, ATM's, Online banking, Mobile Banking

- 2. Co-operative Banking** **10 L**
 - 2.1. Meaning, Nature and Types
 - 2.2. Governance & reforms in co-operative banking
 - 2.3. State Co-op agriculture & Rural Development banks

- 3. Bank Management** **10 L**
 - 3.1. Objectives, Evolution, Scope & functional areas of bank Management
 - 3.2. Functional areas: Deposit Mobilization, credit planning & Management, Asset Management, Liability Management, Liquidity Management, Investment Management, management legal department, office management

- 4. Insurance** **10 L**
 - 4.1. Introduction of Insurance
 - 4.2. Concept and nature of insurance
 - 4.3. Purpose and need of insurance
 - 4.4. working of insurance, insurance as security tools
 - 4.5. insurance and economic development
 - 4.6. Concept of Risk:
 - 4.6.1 Types of Risk
 - 4.6.2 Risk Appraisal
 - 4.6.3 Transfer and Pooling of Risks
 - 4.6.4 Concept of Insurable Risk

- 5. Nature of Insurance** **10 L**
 - 5.1. Contract
 - 5.2. Principle of Utmost Good Faith
 - 5.3. Insurable Interest
 - 5.4. proximity cause

- 5.5. contribution and subrogation
- 5.6. Indemnity
- 5.7. Legal Aspects of Insurance Contract
- 5.8. Legal Aspects of Insurance Contract
 - 5.8.1 Fire and Motor Insurance
 - 5.8.2 Health Insurance
 - 5.8.3 Marine Insurance
 - 5.8.4 Automobile Insurance
- 5.9. Annuity Policy:
 - 5.9.1 Introduction;
 - 5.9.1 Basis of Annuity Income;
 - 5.9.3 Classification of Annuities
 - 5.9.4 Uses of Annuity
 - 5.9.5 Limitation of Annuity

6. Insurance Products:

10 L

- 6.1. ULIPs: Unit Linked Life Insurance Products
- 6.2. Types, Classification of Products
- 6.3. Major players in life and non-life insurance market
- 6.4. Products, Regulatory Framework of Insurance
- 6.5. Role, Power and Functions of IRDA

REFERENCE BOOKS

References: Banking

1. Introduction to Banking: Vijayaragavanlyengar – Excel Books
2. Banking Theory & Practice (19th Ed.): K.C. & LekshyShekhar, Vikas Publication
3. Management of Banking & Financial System by Paul - Pearson
4. Risk management & Insurance- Harrington - TMH
5. Merchant Banking & Financial Service- Guruswami- TMH
6. Merchant Banking & Financial Services – Dr. K Ravichandran - Himalaya
7. Indian Financial System’ Dr. G. Ramesh Babu, Himalaya Publishing House

References: Insurance

1. M N Mishra, S B Mishra: Insurance Principles & Practice, Sultan Chand and Sons.
2. James L Athearn: Risk and Insurance, West Publication Co. (1981)
3. NaliniPravaTripathy and Prabir Pal: Insurance Theory and Practice, Prentice Hall India.
4. Prof.KshitijPatubale, Mediclaim and Health Insurance, Ocean Books (P) Ltd.



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SEMESTER: VI

E 6.2 Human Resource Management

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

- | | |
|---|-----------|
| 1. Introduction to Human Resource Management | 10 |
| 1.1. Meaning and definition of HRM | |
| 1.2. Nature, scope and objectives of HRM | |
| 1.3. Functions of HRM | |
| 1.4. HRM vs. Personnel Management and HRM vs. HRD | |
| 1.5. Importance of HRM | |
| 1.6. Role and qualities of Human resource manager | |
| 1.7. Challenges before HRM | |
| | |
| 2. Human Resource Planning | 10 |
| 2.1. Meaning and objectives of HRP | |
| 2.2. Benefits of HRP | |
| 2.3. Factors affecting HRP | |
| 2.4. Process of Human Resource Planning | |
| 2.5. Problems in HRP | |
| | |
| 3. Recruitment, Selection, Placement & Induction | 10 |
| 3.1. Meanings and objectives of Recruitment, Selection, Placement & Induction | |
| 3.2. Factors Affecting Recruitment | |
| 3.3. Sources of Recruitment | |
| 3.4. Process of Recruitment and selection | |
| 3.5. Barriers to effective selection | |
| | |
| 4 Training and Executive development | 10 |
| 4.1 Difference between training and development | |
| 4.2. Meaning, need and objectives of training and executive development | |
| 4.3. Training and executive development methods: On the job and Off the job | |
| 4.4. Evaluation of the training and executive development programmes | |
| 4.5. Recent developments in training and executive development | |
| | |
| 5. Performance Appraisal | 10 |
| 5.1. Meaning, need and objective of Performance Appraisal | |
| 5.2. Purpose of performance appraisal | |
| 5.3. Methods of performance appraisal: Traditional and Modern | |
| 5.4. Problems of performance appraisal | |
| | |
| 6. Promotion, Transfer, Separation and Demotion | 10 |
| 6.1. Promotion: Meaning, purpose, bases of promotions | |
| 6.2. Transfer: Meaning, reasons, types, policy, problems of Transfers | |

- 6.3. Separation: Meaning, reasons of separations
- 6.4. Demotion: Meaning, reasons, principles of demotions
- 6.5 HR retain policies
- 6.6 Exit interviews

REFERENCE BOOKS

1. Human Resource Management by Dr. C.B. Gupta – Sultand Chand & Sons
2. Human Resource Management by Dr K. Ashwathappa – Tata McGraw Hill
3. Human Resource Management by S.S.Khanka – S Chand & Sons
4. Essentials of Human Resource Management by P. SubbaRao – Himalaya Publishing House



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FACULTY OF COMMERCE & MANAGEMENT

Bachelor of Management Studies (E-Commerce)

W.e.f. A.Y. 2019-20

SEMESTER: VI

E 6.3 Introduction to Information System Audit

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

- | | |
|---|-------------|
| 1. Overview of Information System Auditing | 10 L |
| 1.1 Introduction | |
| 1.2 Need For Control And Audit Of Computers | |
| 1.3 Effects Of Computers On Internal Control | |
| 1.4 Effects Of Computers On Auditing | |
| 1.5 Foundations Of Information System Audit | |
| 2. Conducting an Information System Audit | 10 L |
| 2.1 Introduction | |
| 2.2 Nature Of Controls | |
| 2.3 Audit Risks | |
| 2.4 Types Of Audit Procedures | |
| 2.5 Steps in Auditing | |
| 3. Information System Audit Management | 10 L |
| 3.1 Introduction | |
| 3.2 Managing The Information System Audit Function | |
| 3.3 Planning Function | |
| 3.4 Organising Function | |
| 3.5 Future Of Information System Auditing | |
| 4. Introductions to Information Assets | 10 L |
| 4.1 Classification of Information Assets | |
| 4.2 Classification of users | |
| 4.3 Computer crimes, information security policy | |
| 4.4 Access control models, logical access control, network security control, securing physical access | |
| 5. Types of Controls | 10 L |
| 5.1 Input controls | |
| 5.2 process controls | |
| 5.3 Validation controls | |
| 5.4 Output controls | |
| 5.5 Logical access controls | |
| 6. Business Continuity & Disaster Recovery Planning: | 10 L |
| 6.1 Types of Disaster | |

- 6.2 Steps in developing Business Continuity Planning (BCP)
- 6.3 Data Recovery and Data Classification
- 6.4 Types of Backup, Technical Methods for backup
- 6.5 Audit & Evaluation of BCP.

REFERENCE BOOKS

1. Information System Control And Audit, Ron Weber, Pearson
2. "EDP Auditing Conceptual Foundations And Practices" by Ron Weber – McGraw-Hill publication
3. Latest CISA review manual by ISACA , USA –
4. IS audit standards and control objectives of ISAXA which are non-copyrighted and relevant , refer www.isaca.org



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SEMESTER: VI

E 6.4 Enterprise Resource Planning

60 + 40 Pattern: External Marks 60 + Internal Marks 40 = Maximum Total Marks: 100

Required Lectures: 60 Lectures

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|--|-------------|
| 1. Enterprise Resource Planning | 10 L |
| 1.1. Concept/System | |
| 1.2. Drivers for implementing ERP | |
| 1.3. ERP architecture | |
| 2. ERP Solution Structure | 10 L |
| 2.1. ERP in the twenty-first century | |
| 2.2. Benefits of ERP | |
| 2.3. ERP Selection: Vendor evaluation, Technology evaluation & Solution evaluation. | |
| 2.4 Customization & Precautions | |
| 3. ERP Implementation | 10 L |
| 3.1. Phases of ERP implementation lifecycle | |
| 3.2. Problems encountered with ERP | |
| 3.3. Service process optimization: Service processes & its benefits | |
| 4. ERP – Technologies & Application | 10 L |
| 4.1. Material Requirement Planning (MRP-I) | |
| 4.2. Manufacturing Resource Planning (MRP-II) | |
| 4.3. Business Process Re-engineering | |
| 4.4. Meaning, Necessity & Principles | |
| 4.5. Application of re-engineering | |
| 4.6 Three R's – Rethink, Redesign & Retool | |
| 5. Quality aspects in ERP | 10 L |
| 5.1. Quality & re-engineering | |
| 5.2 Benefits & Limitations of re-engineering | |
| 5.3 Geographical Information Systems (GIS) | |
| 6. ERP Case Studies: | 10 L |
| Post implementation review of ERP Packages in Manufacturing, Service industry, supply chain mgt, Sales, Personnel, and accounts. | |

REFERENCE BOOKS

1. Business Process Reengineering by K Sridhar Bhat – Himalaya Publishing House
2. Enterprise Resource Planning by Alex Leon - Tata McGraw Hill
3. Enterprise Resource Planning (Concept & Practices) by Garg, Venkitkrishnan – PHI



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SEMESTER: VI

E 6.5 - PHP Scripting and MySQL

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

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| 1. PHP: Configuring & Installation | 10 |
| 1.1 Web architecture | |
| 1.2 Web Server Configuration | |
| 1.3 Web Browser | |
| 1.4 Introduction to Web Development: | |
| 1.4.1 Open Source, | |
| 1.4.2 Proprietary, | |
| 1.4.3 Technologies | |
| 1.5 Introduction to PHP & its installation | |
| 1.6 Configuration (php.ini, httpd.conf) | |
| 2. PHP Language Basics | 10 |
| 2.1 Structure and Syntax, Using HTML | |
| 2.2 Constants and Variables | |
| 2.3 Passing Variable between Pages | |
| 2.4 Using if/else, Switch, Loops, String | |
| 2.5 Operators, Includes, Functions, Arrays | |
| 3. Working with forms | 10 |
| 3.1 Using PHP \$_GET, PHP \$_POST | |
| 3.2 Processing Forms, Files & Directories | |
| 3.3 PHP SESSION | |
| 3.4 PHP Cookies | |
| 4. Using PHP with MySQL | 10 |
| 4.1 Introduction to MySQL | |
| 4.2 installation & configuration with PHP | |
| 4.3 MySQL Structure and Syntax | |
| 4.4 PHP functions to work with MySQL | |
| 4.5 Interacting with Databases | |
| 4.6 Modifying Database Records Using PHP | |
| 4.7 MySQL Connect | |
| 4.8 Create, Insert, select, Where, Order by, Update, Delete, Using PHP | |

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| 5. OOPs Concept in PHP | 10 |
| 5.1 Introduction, Advantages | |
| 5.2 Class & object, data member, data fields | |
| 5.3 Inheritance | |
| 5.4 Constructor & destructor | |
| 5.5 Abstract classes | |
| 5.6 Final classes | |
| 5.7 Exception handling | |
| 6. Advanced PHP | 10 |
| 6.1 Emailing in PHP | |
| 6.2 File Handling function | |
| 6.3 File uploading | |

REFERENCE BOOKS

1. "PHP, MySQL Web Development", Luke Welling, Laura Thompson, Sams, second edition
2. PHP for Beginners, Ivan Bayross, Sharanam Shah, THE X Team , SPD
3. www.w3schools.com
4. www.basicphpprogramming.com



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SEMESTER: VI

E 6.6 – Practical on PHP and MySQL

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Required Lectures: 60 Lectures

1. Write a PHP Script to display Resume on web browser.
2. Write a PHP script to find out given number is prime number or not
3. Write a PHP script to display table of 1 to 10
4. Write a PHP script to create a Simple Login Window with validation.
5. Write a PHP script to demonstrate inbuilt & user define Function.
6. Creation of MySql database demonstration of various SQL queries (create database, Create table)
7. Create a PHP application to demonstrate of Insert , update, Delete operation on MySql database
8. Accessing MySql data from PHP script: Display table data in tabular format.
9. Write a PHP script to Demonstrate OOPS Concept In PHP.
10. Write a PHP script demonstration of Create & modify & read text file Content using PHP.



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SEMESTER: VI

E 6.7 – Project Work

60 + 40 Pattern: External Marks 60 +Internal Marks 40= Maximum Total Marks: 100

Guidelines for Project:

1. Each student shall have to carry out the project work based on computer application in a life situation based on the language / software learned in the course. A project may be on the activities carried out in outside organization or on a subsystem of an organization.
2. The project work should be carried out individually. No group work is allowed in the work. The project title should not be repeated.
3. The topic of the project should be decided with the consultation & guidance of a teacher of the institute/college. The project should be necessarily innovative and problem solving. No teacher shall be entrusted with more than 10 students for guidance.
3. The institute/ college shall submit the detailed list of candidates with Project Titles and guide to the university within a week of title finalization of such titles by the guide/ such a title finalization must be completed before end of the second week of corresponding semester.
4. The student should clearly mention the need of project , database(s), files required for the DFD , Normalization, ERD, software used for the project, reasons for selection of software, inputs required, outputs produced etc.
5. Application should be menu driven and should provide the facilities of storage & modifications in existing data, deletion of unwanted data, and viewing of data.
6. The student has to write a report based on the actual work undertaken during the specific selected enterprise/organization or sub system and get it certified by teacher that the project report has been satisfactorily completed and submit the same to the Head / Director of the institute /Principal of the college.
7. One copy of the report submitted by the student shall be forwarded to the University.
8. The project work will carry maximum 100 marks, of which internal teacher shall award out of maximum 40 marks on the basis of project work done by the student as assessment.
9. Remaining marks shall be awarded out of maximum 60 marks by during Viva-voce, by the panel of the external examiners.