

S. S. Jain Subodh P.G. College
(Autonomous)
(Department of Business Administration)

B.Com-I (Pass Course)
Scheme of Examinations & Syllabus w. e. f. session 2022-23

(Semester - I)

| Paper No. | Nomenclature of the Paper | No. of Hours per week | Theory | Internal | Total | Time (end sem. exam) |
|-----------|---------------------------|-----------------------|--------|----------|-------|----------------------|
| 1. | Business Contract | 03 | 70 | 30 | 100 | 3 Hrs. |
| 2. | Entrepreneurship | 03 | 70 | 30 | 100 | 3 Hrs. |

(Semester - II)

| Paper No. | Nomenclature of the Paper | No. of Hours per week | Theory | Internal | Total | Time (end sem. exam) |
|-----------|---------------------------|-----------------------|--------|----------|-------|----------------------|
| 1. | Business Laws | 03 | 70 | 30 | 100 | 3 Hrs. |
| 2. | Business Communication | 03 | 70 | 30 | 100 | 3 Hrs. |

(Semester - III)

| Paper No. | Nomenclature of the Paper | No. of Hours per week | Theory | Internal | Total | Time (end sem. exam) |
|-----------|---------------------------|-----------------------|--------|----------|-------|----------------------|
| 1. | Corporate Law | 03 | 70 | 30 | 100 | 3 Hrs. |
| 2. | Business Management | 03 | 70 | 30 | 100 | 3 Hrs. |

(Semester - IV)

| Paper No. | Nomenclature of the Paper | No. of Hours per week | Theory | Internal | Total | Time (end sem. exam) |
|-----------|---------------------------|-----------------------|--------|----------|-------|----------------------|
| 1. | Secretarial Practice | 03 | 70 | 30 | 100 | 3 Hrs. |
| 2. | Principles of Marketing | 03 | 70 | 30 | 100 | 3 Hrs. |

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(Semester - V)

| Paper No. | Nomenclature of the Paper | No. of Hours per week | Theory | Internal | Total | Time (end sem. exam) |
|-----------|---------------------------------|-----------------------|--------|----------|-------|----------------------|
| 1. | Functional Management | 03 | 70 | 30 | 100 | 3 Hrs. |
| 2. | Advertising and Sales Promotion | 03 | 70 | 30 | 100 | 3 Hrs. |

(Semester - VI)

| Paper No. | Nomenclature of the Paper | No. of Hours per week | Theory | Internal | Total | Time (end sem. exam) |
|-----------|--|-----------------------|--------|----------|-------|----------------------|
| 1. | Business Ethics & Corporate Governance | 03 | 70 | 30 | 100 | 3 Hrs. |
| 2. | E-Commerce | 03 | 70 | 30 | 100 | 3 Hrs. |

Examination Question Paper Pattern for all semester Exams

Attempt all questions

| | | | | |
|------------|--|--------------|---|-----|
| I | 10 Questions (very short answer questions) | 10 * 1 Mark | - | 10 |
| II | 5 Questions (short answer questions) | 5 * 3 Marks | - | 15 |
| III | 3 Questions (1 question from each unit with internal choice | 3 * 15 Marks | - | 45 |
| | Total of End Sem. Exam | | - | 70 |
| | Internal Assessment | | - | 30 |
| | Maximum Marks | | - | 100 |
| | Minimum Marks | | - | 40 |

Bachelor of Commerce

Department of Business Administration

Semester I

Paper I Business Contract

Time: 3 Hours

Theory Marks:

70

Internal Marks:

30

100

Unit- I

Indian Contract Act: Valid Contract and its Elements; Void and Voidable Agreements; Void and Illegal Agreements; Offer and Acceptance; Contractual Capacity of Parties; Free Consent of Parties; Lawful Consideration and Object, Agreements Expressly Declared as Void, Contingent Contracts; Quasi Contracts

Unit- II

Discharge of Contracts: Methods of Discharge of Contracts; Consequences of Breach of Contracts
Contract of Indemnity and Guarantee: Elements of Contract of Indemnity; Rights of Indemnity-Holder and Indemnifier Guarantee: Features of Contract of Guarantee; Rights and Liabilities of Surety; Discharge of Surety; Difference between Contract of Indemnity and Guarantee

Unit- III

Contract of Bailment and Pledge: Types of Bailment, Termination of Bailment, Duties and Rights of Bailor and Bailee, Essentials of Pledge, Rights and Duties of Pawnor and Pawnee

Contract of Agency: Methods of Creation and Termination of Agency; Extent of Agents Authority; Sub-Agent and Substituted Agent; Agents Duties to Principal and Rights of an Agent against Principal; Liability of Principal to Third Party and Agents Personally Liable to Third Party

Suggested Readings:

1. Arora Sushma, Business Laws, Taxmann Publication Private Limited, New Delhi
2. Gupta Parul, Legal Aspects of Business, Vikas Publishing House Pvt. Ltd., New Delhi
3. Kuchhal M.C., Business Laws, Sultan Chand & Co., New Delhi.
4. Kapoor N.D., Mercantile Law. Sultan Chand & Co., New Delhi.
5. Sharma, Arya Rashmi, Gupta, Gupta , Business Law, Ajmera Book Co., Jaipur
6. Nolakha R.L., Business Law, Ramesh Book Depot, Jaipur.
7. Sharma, Arya, Gupta: Business Law, Ajmera Book Company, Jaipur.
8. Mathew M. J., Principles & Practice of Commercial Law, RBSA, Jaipur.
9. Bangia, R. K., Principles of Mercantile Law, Allahabad Law Agency, Allahabad.
10. Ramachandran V. G., Law of Contract of India, Eastern Book Company, New Delhi.
11. शर्मा, आर्या, गुप्ता, तिवारी, व्यापारिक विधि, अजमेरा बुक कम्पनी, जयपुर।
12. नौलखा आर.एलएण व्यापारिक सन्नियमए रमेश बुक डिपोए जयपुर।

Bachelor of Commerce

Department of Business Administration

Semester – I

Paper II Entrepreneurship

Unit-I

Entrepreneurship: Meaning, Elements, Determinants and Importance of Entrepreneurship, Dimensions of Entrepreneurship, Types of Business Entities

Unit II

Concept of Small and Medium Enterprises, Role of SMEs, Policies Governing Small Enterprises in India, Project Feasibility, Business Idea Generation Techniques, Identification of Business Opportunities, Management of Small Business Enterprises, Role of DICs in Promoting Small Scale Entrepreneurs

Unit III

Start up Process of Small Enterprises, Organizational Structure of Small Scale Industries in India, Taxation Benefits and Concessions to Small Scale Industries, Problems of Small Scale Industries and Properties. Entrepreneurial Development in India - History, Objectives, Stages of Growth, Target Group, Programmes.

Suggested Readings:

1. Roy, Entrepreneurship, Oxford University Press, New Delhi
2. Desai Vasant, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai
3. Sudha G.S., Entrepreneurship and Small Business Management, Ramesh Book Depot, Jaipur.
4. Sharma, Sharma, Nagar, Jain, Bakshi Entrepreneurship and Small Business Management, Ajmera Book Company, Jaipur
5. Mathur, Abha, Entrepreneurship, Taxmann Publication Private Limited, New Delhi
6. Dailey, Entrepreneurial Management, Mc Graw Hill, New Delhi
7. Tandon, Environment & Entrepreneur, Chug Publication, Allahabad
8. सुधा जी.एस., व्यावसायिक उद्यमिता, रमेश बुक डिपो, जयपुर।
9. नौलखा आर.एल., उद्यमिता एवं लघु व्यवसाय प्रबंध, रमेश बुक डिपो, जयपुर।

Bachelor of Commerce

Department of Business Administration

Semester II

Paper I Business Laws

Time: 3 Hours

| | |
|-----------------|-----------|
| Theory Marks: | 70 |
| Internal Marks: | <u>30</u> |
| | 100 |

Unit-I

Sales of Goods Act 1930 – Nature, Formation of Contract of Sale of Goods; Conditions and Warranties, Transfer of Property; Performance of Contract of Sales; Rights of Unpaid Seller; Suits of Breach of Contract.

Unit- II

Indian Partnership Act 1932– Nature and Characteristics of Partnership; Formation of Partnership; Duties and Obligations of Partners; Dissolution of Partnership Firm; LLP – Introduction, Scope, Formation and Incorporation of LLP

Unit-III

Consumer Protection Act 1986:- Salient Features of Consumer Protection Act; Rights of Consumers; Consumer Protection Councils; Consumer Disputes Redressal Machinery.

Suggested Readings:

1. Arora Sushma, Business Laws, Taxmann Publication, Private Limited, New Delhi
2. Kuchhal M.C., Kuchhal Vivek, Business Legislation for Management, Vikas Publishing, New Delhi
3. Aiyar P. Ramanatha, The Sales of Goods Act, The University Book Agency, New Delhi.
4. Khergamvalaon J. S., The Negotiable Instrument Act, N M Tripathi Pvt. Ltd, Bombay
5. Kuchhal, M. C., Business Laws, Sultan Chand & Co., New Delhi.
6. Kapoor, N. D., Mercantile Law, Sultan Chand & Co., New Delhi.
7. Nolakha R.L., Business Law, Ramesh Book Depot, Jaipur.
8. Sharma, Arya, Gupta: Business Law, Ajmera Book Company, Jaipur.
9. नौलखाए व्यापारिक सन्नियम, रमेश बुक डिपो, जयपुर
10. सिंहल, व्यापारिक एव औद्योगिक विधि, अजमेरा बुक डिपो, जयपुर
11. शर्मा, आर्य, शर्मा, व्यापारिक विधि, अजमेरा बुक कम्पनी, जयपुर

Bachelor of Commerce

Department of Business Administration Semester – II Paper II Business Communication

Time: 3 Hours

Theory Marks:

70

Internal Marks:

30

100

Unit-I

Business Communication: Meaning, Importance, Purpose, Dimensions of Communication, Process of Communication, Principles of Effective Business Communication, 7 Cs of Communication, Types of Communication, Barriers of Communication and Overcoming Barriers, Social Media: Role, Major Platforms, Impact and Ethics

Unit-II

Interview: Meaning, Types, Preparation by Interviewer and Candidate, Presentation: Meaning, Process, Guidelines, Audio-Visual Aids in Presentation, Speeches: Prepared vs. Impromptu, Listening: Effective Listening, Principles and Advantages, Meetings: Concept, Importance, Procedure of Convening a Meeting

Unit –III

Business Letter Writing: Essentials of Effective Correspondence, Functions and Kinds, Layout and Types of Letter Writing, Job Application and Resume Writing, Report Writing: Importance, Types, Parts and Characteristics of a good Report, E-Correspondence: E-Mail and E-Mail Etiquettes

Suggested Readings:

1. Sinha, K. K., Business Communication, Galgotia Publishing House, New Delhi
2. Verma, Shalini, Business Communication, Viaks Publishing House Private Limited, New Delhi
3. Robinson, David, Business Etiquette, Kogan Page, London
4. Hand Book of Practical Communication Skills-Chrissie Wrought, Jaico Publishing House.
5. Ray, Reuben, Communication Today – Understanding Creative Skills, Himalaya Publishing House, New Delhi
6. Chhabra, T.N., Communication for Management, Sun India Publication, New Delhi
7. Vyavsayik Sampreshan *****

Bachelor of Commerce

Department of Business Administration

Semester III

Paper I Corporate Law

Time: 3 Hours

| | |
|------------------------|------------------|
| Theory Marks: | 70 |
| Internal Marks: | <u>30</u> |
| | 100 |

Unit- I

Overview of major provisions of Companies act, 2013, Company- Meaning, Nature, Kinds of Companies, One Person Company: Provisions, Privileges, Limitation.

Unit- II

Formation of Company:- Promotion of Company; Functions of Promoter; Importance of Promoter; Promoter's Remuneration; Legal Status of Promoter; Rights of Promoters; Duties of Promoters; Liabilities of Promoters; Pre-Incorporation Contracts, Incorporation and Commencement of Business. Prospectus: - Definition; Contents; Statement in Lieu of Prospectus; Misleading Prospectus and its Consequences, Types of Prospectus, Share and Share Capital

Unit- III

Memorandum of Association: - Meaning; Importance; Clauses of Memorandum of Association and Their Alteration; Doctrine of Ultra-Vires, Articles of Association: - Meaning; Contents; Alteration of Articles of Association; Constructive Notice and Doctrine of Indoor Management.

Suggested Readings:

1. Kuchal M.C., Modern Indian Company Law, Shree Mahavir Books, Noida.
2. Singh Avtar, Company Law; Eastern Book Company, Lucknow.
3. Majumdar, Kapoor, Company Law & Practices, Taxmann Publications Pvt. Ltd., New Delhi.
4. Bhandari M. C., Company Law Procedure, Wadhawa & Company Law Publishers, New Delhi.
5. Circulars & Clarifications on Company Law, Taxmann Allied Services Pvt. Ltd., New Delhi.
6. Sachdeva Suresh, Company Law, Laxmi Narayan Agarwal, Agra.
7. Kapoor G. K., Saxena S. B., Company Law, Kitab Mahal, New Delhi.
8. Gogna P. P.S., Text Book on Company Law, S. Chand & Company Ltd., New Delhi.
9. Kapoor N.D., Company Law - incorporating the provisions of the Companies Amendment Act
10. नौलखा, आर.एल, कम्पनी अधिनियम एवं सचिवीय पद्धति, रमेश बुक डिपो, जयपुर
11. माथुर, सक्सेना, बिनानी, कम्पनी अधिनियम एवं सचिवीय पद्धति, आदर्श प्रकाशन, जयपुर
12. जोशी, खींचा, गोयल, कम्पनी अधिनियम एवं सचिवीय पद्धति, अजमेरा बुक कम्पनी जयपुर
13. गुप्ता पी.सी., कम्पनियों का वैधानिक परिवेश, श्री महावीर डिपो, दिल्ली
14. राय कैलाश, कम्पनी विधि, इलाहाबाद लॉ एजेंसी, इलाहाबाद

Bachelor of Commerce

Department of Business Administration

Semester III

Business Management

Paper-II

| | |
|------------------------|------------------|
| Theory Marks: | 70 |
| Internal Marks: | <u>30</u> |
| | 100 |

Unit- I

Management: Introduction, Principles, Process, Management by Objectives, Planning: Characteristics, limitations, Criteria of Effective Planning, Principles of Techniques of Planning & its Types, Organizing: Characteristics, Importance, Principles, Theories, Formal and Informal Organization, Types of Organization Structure, Centralization & Decentralization

Unit- II

Coordination and Co-operation, Decision Making, Authority and Responsibility, Power, Delegation, Direction: Nature, Importance, Principles, Scope and Components, Leadership: Nature, Importance, Theories of Leadership, Traits and Styles

Unit- III

Motivation: Concept, Significance and Theories, Controlling: Concept, Significance, Process, Principles, Tools and Techniques, Limitations

Suggested Readings:

1. Vashisht, Neeru, & Vibhuti Vashisht, Principles of Management, Taxmann Publications Pvt. Ltd., New Delhi
2. Gupta R. N., Principles of Management, S. Chand & Company, New Delhi
3. Joseph L. Massie, Essentials of Management, PHI Learning Pvt. Ltd, New Delhi.
4. Prasad Lallan & Gulshan S. S., Management: Principles, & Practices, S. Chand & Company, NewDelhi.
5. Bhat Anil, & Arun Kumar, Management: Principles, Processes & Practices, Oxford University Press, New Delhi.
6. Mathur B.S. & Mathur Navin, Management, Malik & Company, Jaipur
7. Sudha G. S., Management, RBSA Publishers,Jaipur
8. Sharma, Sharma, Gupta, Malhotra, Business Management, Ajmera Book Co., Jaipur
10. Gupta C. B., Principles & Practices of Management, Mayoer Paperworks, Noida
11. शर्मा, शर्मा, मल्होत्रा एवं पारीक, प्रबंध, अजमेरा बुक कंपनी, जयपुर।
12. नौलखा आर.एल., कंपनी अधिनियम एवं सचिवीय पद्धति, रमेश बुक डिपो, जयपुर।
13. सुधा जी.एस., प्रबंध अवधारणाएं एवं संगठनात्मक व्यवहार, रमेश बुक डिपों, जयपुर।
14. सुराणा, शर्मा, प्रबंध चिंतन का इतिहास, रमेश बुक पब्लिशिंग हाउस, जयपुर।
15. सुधा जी.एस., प्रबंध, यूनिवर्सिटी बुक हाउस, जयपुर।

Bachelor of Commerce

Department of Business Administration

Semester IV

Paper-I Secretarial Practices

Time: 3 Hours

Theory Marks:

70

Internal Marks:

30

100

Unit- I

Company Management: Directors and Key Managerial Personnel; Company Secretary and Practicing Company Secretary

Unit- II

Meetings of Company: General Body Meetings, Board Meetings, Shareholder Meetings, Declaration and Payment of Dividend, Inspection, Inspection and Enquiry, Prevention of Operation and Mismanagement

Unit- III

Winding Up, Company Law in Computerised Environment, E-Governance, E-Filing

Suggested Readings:

1. Kuchal M.C., Modern Indian Company Law Shri Mahavir Books, Noida
2. Singh Avtar ,Company Law, Eastern Book Company, Lucknow
3. Mathew M. J., Company Law & Secretarial Practices, RBSA, Jaipur
4. Majumdar, Kapoor, Company Law & Practices, Taxmann Publications Pvt. Ltd., New Delhi
5. Bhandari M. C., Company Law Procedure, Wadhawa & Company Law Publishers, New Delhi
6. Circulars & Clarifications on Company Law, Taxmann Allied Services Pvt. Ltd., New Delhi
7. Sachdeva Suresh, Company Law, Laxmi Narayan Agarwal, Agra
8. Kapoor G. K., Saxena S. B.: Company Law, Kitab Mahal, New Delhi
9. नौलखा, आर.एल, कम्पनी अधिनियम एवं सचिवीय पद्धति, रमेश बुक डिपो, जयपुर
10. माथुर, सक्सेना, बिनानी, कम्पनी अधिनियम एवं सचिवीय पद्धति, आदर्श प्रकाशन, जयपुर
11. जोशी, खींचा, गोयल, कम्पनी अधिनियम एवं सचिवीय पद्धति, अजमेरा बुक कं, जयपुर
12. गुप्ता पी.सी., कम्पनियों का वैधानिक परिवेश, श्री महावीर डिपो, दिल्ली
13. राय कैलाश, कम्पनी विधि, इलाहाबाद लॉ एजेंसी, इलाहाबाद

Bachelor of Commerce
Department of Business Administration
Semester IV
Paper II Principles of Marketing

Time: 3 Hours

| | |
|------------------------|------------------|
| Theory Marks: | 70 |
| Internal Marks: | <u>30</u> |
| | 100 |

Unit-I

Marketing: Nature, Importance and Scope of Marketing, Challenges, Marketing Concepts, Marketing Mix, Difference between Marketing and Selling, Market Segmentation, Targeting and Positioning

Unit-II

Product: Concept, Consumer and Industrial Goods, Product Life Cycle, Product Planning and Development, Packaging: Functions, Brand Name, Trademark, After Sales Services, Price: Factors affecting price and price strategies, Place: Distribution Channels, Physical Distribution of goods

Unit-III

Promotion: Promotion Mix: Meaning and Techniques, Sales Promotion, Advertising: Concepts, Advantages and Disadvantages, Personal Selling, Public Relations, Service Marketing, Relationship Marketing

Suggested Readings:

1. Kotler, Philip, Marketing Management Analysis, Planning Implementation and Control, Prentice Hall of India, New Delhi
2. Stanton, William J, Fundamentals of Marketing, McGraw Hill
3. Cundiff, E.W, Still, R.R. & Govini, Fundamentals of Modern Marketing, Prentice Hall of India, New Delhi
4. Kotler & Armstrong, Principles of Marketing ,Prentice Hall of India, New Delhi
5. Sharma, Kavita, Principles of Marketing, Taxmann Publication Private Limited, New Delhi
6. नौलखा, आर.एल., विपणन के सिद्धान्त, रमेश बुक डिपो, जयपुर
7. मेहता,कोठारी,शर्मा, विपणन प्रबन्ध, रमेश बुक डिपो, जयपुर

Bachelor of Commerce

Department of Business Administration Semester V

Paper I Functional Management

Time: 3 Hours

Theory Marks: 70
Internal Marks: 30
100

Unit- I

Functional Management: Meaning, Objectives, Role of Functional Manager, Human Resource: Meaning, Scope, Role and Functions of Human Resource Management, Organization of Personnel Department, Human Resource Planning, Job analysis, Recruitment, Selection, Placement and Induction, Training and development , performance appraisal and Merit Rating

Unit- II

Financial Management: Finance Function, Scope and Importance, Functions and Role of Financial Manager, Financial Planning and capital structure, sources of Finance, working Capital and its Sources. Production Management: Nature, Scope, Importance, Production Process, Production Planning and Control, Quality Control, Product Design and Product Research

Unit- III

Materials Management: Meaning, Scope and Functions, Purchase Planning, Inventory Planning and control, Vendor Development DGS and D, Purchase Process and Procedure, Operations Management: Basics, Functions of Operations Manager, Challenges, Facility, Location: Need, Nature, Types, Factors affecting Facility decisions, Types of Manufacturing Systems, Plant Layout : Types , Process Layout, Assembly Line: Types, Advantages and Disadvantages

Suggested Readings:

1. Flippo Edwin B, Personnel Management, Mc Graw Hill Education Private Limited, Noida
2. Yoder Dale : Personnel Management & Industrial Relations, Prentice Hall of India, New Delhi
3. Mathew M. J., Functional Management, RBSA Publishers, Jaipur.
4. Mathur B. L., Functional Management, RBSA Publishers, Jaipur.
5. शर्मा, शर्मा, सुराणा, मानव संसाधन प्रबंध, रमेश बुक डिपो, जयपुर
6. सुधा जी.एस., क्रियात्मक प्रबंध, रमेश बुक डिपो, जयपुर
7. नौलखा आर.एल, क्रियात्मक प्रबंध, रमेश बुक डिपो, जयपुर

Bachelor of Commerce

Department of Business Administration

Semester V

Paper II Advertising and Sales Promotion

Time: 3 Hours

Theory Marks:

70

Internal Marks:

30

100

Unit I

Advertising: Meaning, Role, Importance, Types, Objectives, Legal, Social and Economic Aspects of Advertising, Types of Media, Selection of Media, Advertising Agencies- Selection, Compensation, Appraisal

Unit II

Advertising copy, Message Generation, Advertising Themes and appeals, Preparation of an Advertising copy, Planning and managing advertising campaign, Evaluating advertising effectiveness, advertising Ethics

Unit III

Sales Promotion: Nature of Sales Promotion, Distinction with Advertising and Personal Selling, Role and Importance, Types of Sales Promotion, Sales Promotion of Industrial and Consumer Products, Export Sales Promotion: Types and Importance and their relevance in modern context

Suggested Readings:

1. Cundiff, Still & Govani, Sales Management, Prentice Hall of India Pvt. Ltd. New Delhi
2. Carter Tony, Sales Force Management, Jaico Publishing House, Mumbai
3. Panda, Sales and Distribution Management, Oxford University Press, Mumbai
4. Sudha G. S., Sales and Advertising Management, Ramesh Book Depot, Jaipur
5. David Jobber, Geoff Lancaster, Selling and Sales Management, Pearson Education, New Delhi
6. Douglas, William, Thomas, Sales Management, Replika Press Pvt. Ltd.
7. सुधा जी.एस., विक्रय संवर्द्धन एवं विक्रय प्रबंध, रमेश बुक डिपो, जयपुर।
8. नौलखा आर.एल., विक्रय संवर्द्धन एवं विक्रय प्रबंध, रमेश बुक डिपो, जयपुर।

Bachelor of Commerce

Department of Business Administration

Semester VI

Paper I Business Ethics and Corporate Governance

Time: 3 Hours

| | |
|------------------------|------------------|
| Theory Marks: | 70 |
| Internal Marks: | <u>30</u> |
| | 100 |

Unit- I

Business Ethics: Meaning, Nature, Scope and Importance, Ethical Standard of Business, Types of Unethical Business Conduct, Causes of Unethical Conduct, Measures to Improve Ethical Conduct in Business, Ethical Issues related to Advertisement, Finance and Technology, Personal Ethics and Business Ethics

Unit- II

Corporate Social Responsibility: Concept, Nature, Scope and Importance, Corporate Governance, Concept, Importance for Industry, Concept, and Relevance of Gandhian Approach and Trusteeship in modern business, Gandhiji's Doctrine of Satya and Ahimsa, Green Business Practices

Unit- III

Corporate Governance: Meaning, Need and issues, Code of Corporate Practices, Corporate Governance and Role of Board of Directors, International Corporate Governance Practices

Suggested Readings:

1. Sanjeev, Rinku and Khanna, Arul: Ethics and Values in Business Management, ANE Books Pvt. Ltd., Chennai
2. Chakraborty, S.K. and Bhattacharya, Pradip: Human Values, New Age International (P)Ltd. Publishers, New Delhi
3. Mehta, J. and Gupta, P.: Business Ethics and Ethos, Pragati Prakashan, Merrut
4. Chakraborty, Shitangsu K., Chatterjee, Samir R.: Applied Ethics in Management: Towards New Perspectives, Springer Science & Business Media
5. Collins, Dennis: Business Ethics; Best Practices for Designing and Managing Ethical Organizations, sage Publications Inc.
6. Prabhakaran, S, Business Ethics and Corporate Government, Excel Books, New Delhi
7. Sharma, J.P., Business Ethics and CSR, ANE Books, Chennai

Bachelor of Commerce

Department of Business Administration

Semester VI

Paper II E- Commerce

Time: 3 Hours

| | |
|------------------------|------------------|
| Theory Marks: | 70 |
| Internal Marks: | <u>30</u> |
| | 100 |

Unit- I

E-Commerce: Meaning, Characteristics, Origin, Process, Key Drivers of E-Commerce, Elements, Benefits, Standard Technologies, E-Commerce Models, Mobile Commerce, Barrier to E-Commerce, Internet and E-Commerce, Multimedia Application

Unit II

Electronic Payment Systems, Methods, Security Issues, Electronic Banking, Electronic Stock Trading, Data Warehousing, Client Server Computing, Data Mining

Unit III

Website Management- steps, ERP: Meaning, Functions, SAP Applications, Business Intelligences, Ethics, Security and E-Governance

Suggested Readings:

1. Rayudu, C.S., E-Commerce and E-Business, Himalya Publishing House, New Delhi
2. Dudeja, V.D. Information Technology: E-Commerce & E- Business, Common Wealth Publisher, New Delhi
3. Bhasker, B., Electronic Consumer Frame Work- Technologies and Applications, Tata Mc Graw Hill, New Delhi
4. Diwan, Parag and Sunil Sharma, Electronic Commerce A Managers Guide to E- Business, Vanity Books, International, New Delhi