

॥ सा विद्या या विमुक्तये ॥



# स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

“ज्ञानतीर्थ” परिसर, विष्णुपुरी, नांदेड - ४३१६०६ (महाराष्ट्र)

**SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY NANDED**

“Dnyanteerth”, Vishnupuri, Nanded - 431606 Maharashtra State (INDIA)

Established on 17th September 1994 – Recognized by the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'A' Grade



## ACADEMIC (1-BOARD OF STUDIES) SECTION

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वाणिज्य व व्यवस्थापन अभ्यास  
विद्याशाखेतील विविध पदवी व पदव्युत्तर  
विषयांचे सी.बी.सी.एस. पॅटर्नचे अभ्यासक्रम  
शैक्षणिक वर्ष २०१९-२० पासून लागू  
करण्याबाबत. .

### प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक ०८ जून २०१९ रोजी संपन्न झालेल्या ४४ व्या मा. विद्या परिषद बैठकीतील ऐनवेळचा विषय क्र. १५/४४-२०१९ च्या ठरावानुसार प्रस्तुत विद्यापीठाच्या संलग्नित महाविद्यालयांतील वाणिज्य व व्यवस्थापन विद्याशाखेतील पदवी व पदव्युत्तर स्तरावरील खालील विषयांचे **C.B.C.S. (Choice Based Credit System) Pattern** नुसारचे अभ्यासक्रम शैक्षणिक वर्ष २०१९-२० पासून लागू करण्यात येत आहेत.

- 1) M.Com. (Affiliated College) I year (I&II Sem.)
- 2) M.Com. (External Mode) Syllabus.
- 3) M.Com. I year Syllabus (School of Commerce and Management Sciences. S.R.T.M.U.N. Campus Syllabus.
- 4) M.Com. (Banking & Insurance) I year I & II Sem. Syllabus for Bhokar and Sengaoon College.
- 5) M.Com. I year Syllabus (New Model College, Hingoli)
- 6) B.B.A. I year Syllabus (New Model College, Hingoli)
- 7) M.B.A. I year (School of Commerce & Management Science, S.R.T.M.U. Compus) Syllabus.
- 8) M.B.A. I year (Sub-Centre Latur).
- 9) B.Com. I year (Banking & Insurance) I year Syllabus.
- 10) D.D.M. Syllabus. (Sub-Centre, Latur)
- 11) M.Com. I year Syllabus. (Sub-Centre, Latur)
- 12) B.Com.- I, year Syllabus. (New Model Degree College, Hingoli)

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या [www.srtmun.ac.in](http://www.srtmun.ac.in) या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी.

‘ज्ञानतीर्थ’ परिसर,

विष्णुपुरी, नांदेड - ४३१ ६०६.

जा.क्र.: शैक्षणिक-०१/परिपत्रक/पदवी व पदव्युत्तर-सीबीसीएस

अभ्यासक्रम/२०१९-२०/८९

दिनांक : २०.०६.२०१९.

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. कुलसचिव यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. संचालक, परीक्षा व मूल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
- ३) प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.
- ४) उपकुलसचिव, पदव्युत्तर विभाग, प्रस्तुत विद्यापीठ.
- ५) साहाय्यक कुलसचिव, पात्रता विभाग, प्रस्तुत विद्यापीठ.
- ६) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.

स्वाक्षरित / -

**उपकुलसचिव**

शैक्षणिक (१-अभ्यासमंडळ विभाग)

**Swami Ramanand Teerth Marathwada University Nanded's**

# **New Model Degree College, Hingoli**



**स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड.**

**Syllabus**  
**Master of Commerce**  
**(CBCS Semester System)**  
**Under The Faculty of Commerce**

**With effective from 2019-2020**

**M.Com Syllabus 2019-20 (CBCS)**  
**NEW MODEL DEGREE COLLEGE HINGOLI**  
**Name of the Class: M.Com (First Year: I Semester)**

<b>Course Code</b>	<b>Subject/ title of the Paper</b>	<b>No. of Lectures per week</b>	<b>No. of Credits Per Course</b>	<b>C.A.</b>	<b>U.A.</b>	<b>Total Marks</b>
MC 1.1	Business Economics	4	4	50	50	100
MC 1.2	Management Function and Behaviors	4	4	50	50	100
MC 1.3	Quantitative Techniques for Business Decisions	4	4	50	50	100
MC 1.4	International Business Environment	4	4	50	50	100
MC 1.5	Corporate Legal Framework	4	4	50	50	100
<b>Total</b>		<b>20</b>	<b>20</b>	<b>250</b>	<b>250</b>	<b>500</b>

**M.Com Syllabus 2019-20 (CBCS)**  
**NEW MODEL DEGREE COLLEGE HINGOLI**  
**Name of the Class: M.Com (First Year: II Semester)**

<b>Course Code</b>	<b>Subject/ title of the Paper</b>	<b>No. of Lectures per week</b>	<b>No. of Credits Per Course</b>	<b>C.A.</b>	<b>U.A.</b>	<b>Total Marks</b>
MC 2.1	Accounting for Business Decision	4	4	50	50	100
MC 2.2	Corporate Tax Planning & Management	4	4	50	50	100
MC 2.3	Operations Research	4	4	50	50	100
MC 2.4	Strategic Management	4	4	50	50	100
MC 2.5	E-commerce	4	4	50	50	100
<b>Total</b>		<b>20</b>	<b>20</b>	<b>250</b>	<b>250</b>	<b>500</b>

**M.Com Syllabus 2019-20 (CBCS)**  
**NEW MODEL DEGREE COLLEGE HINGOLI**  
**Name of the Class: M.Com (Second Year: III Semester)**

<b>Course Code</b>	<b>Subject/ title of the Paper</b>	<b>No. of Lectures per week</b>	<b>No. of Credits Per Course</b>	<b>C.A.</b>	<b>U.A.</b>	<b>Total Marks</b>
MC 3.1	Financial Management	4	4	50	50	100
MC 3.2	Accounting and Finance	4	4	50	50	100
MC 3.3	Research Methodology	4	4	50	50	100
<b>Optional (To choose 1 out of 3)</b>						
<b>Specialization in Banking &amp; Finance - Optional 1</b>						
MC 3.4	Banking Reforms	4	4	50	50	100
M.C.3.5	Legal Framework of banking	4	4	50	50	100
<b>Specialization in Marketing Management - Optional 2</b>						
MC 3.4	Consumer behaviour and Marketing research	4	4	50	50	100
M.C.3.5	Advertising and management	4	4	50	50	100
<b>Specialization in Accounting &amp; Taxation - Optional 3</b>						
MC 3.4	Taxation-I	4	4	50	50	100
M.C.3.5	Corporate Accounting	4	4	50	50	100
<b>Total</b>		<b>20</b>	<b>20</b>	<b>250</b>	<b>250</b>	<b>500</b>

**M.Com Syllabus 2019-20 (CBCS)**  
**NEW MODEL DEGREE COLLEGE HINGOLI**  
**Name of the Class: M.Com (Second Year: IV Semester)**

<b>Course Code</b>	<b>Subject/ title of the Paper</b>	<b>No. of Lectures per week</b>	<b>No. of Credits Per Course</b>	<b>C.A.</b>	<b>U.A.</b>	<b>Total Marks</b>
MC 4.1	Advanced Financial Management	4	4	50	50	100
MC 4.2	Advance Financial Accounting	4	4	50	50	100
<b>Elective-IV (To choose 1 out of 3)</b>						
<b>Specialization in Banking &amp; Finance - Optional 1</b>						
MC 4.3	Recent Trends In Banking	4	4	50	50	100
MC 4.4	Bank Marketing	4	4	50	50	100
<b>Specialization in Marketing Management - Optional 2</b>						
MC 4.3	Services and relationship Marketing	4	4	50	50	100
MC 4.4	Retail Management	4	4	50	50	100
<b>Specialization in Accounting &amp; Taxation - Optional 3</b>						
MC 4.3	Taxation II	4	4	50	50	100
MC 4.4	Advanced Corporate Accounting	4	4	50	50	100
<b>Project</b>						
MC 4.5	Project Report and Viva Voce in Specialized Area	4	4	50	50	100
<b>Grand Total IV Semester</b>		<b>20</b>	<b>20</b>	<b>250</b>	<b>250</b>	<b>500</b>

**Swami Ramanand Teerth Marathwada University, Nanded's**  
**NEW MODEL DEGREE COLLEGE, HINGOLI**  
**COURSE STRUCTURE**  
**Master of Commerce**

Classes	No. of credit per semester	Total marks per semester
M.Com I Semester	20	500
M.Com II Semester	20	500
M.Com III Semester	20	500
M.Com IV Semester	20	500
<b>Total</b>	<b>80</b>	<b>2000</b>

**Swami Ramanand Teerth Marathwada University, Nanded's**  
**New Model Degree College, Hingoli**  
**M. Com. I Year I Semester**  
**Syllabus**  
**Subject: Business Economics**

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**Objectives: - 1-** To develop managerial skill & talent of the students to take decision in changing economic environment. **2-** To boost theoretical base of the subject among the students.

**Unit 1 Introduction**

Meaning & definition, Nature & scope of business economics, business economics & decision making, Role & responsibilities of business economist. The K-economy indicators, k-economy in developing countries.

**Unit 2 Production Theory**

Production functions, Law of variable proportions, law of returns to scale, economics of scale.

**Unit 3** Theory of costs and demand forecasting, short run and long run cost, Its nature, shape and inter relationships, cost estimation and methods of cost estimation and cost forecasting, cost reduction and cost control. Demand forecasting, methods of demand forecasting.

**Unit 4 Pricing policies & methods**

Introduction, objectives of pricing policy, factors affecting on pricing policy, methods of pricing, cost plus pricing, going rate pricing, managerial cost pricing, skimming price, law penetration pricing, transfer pricing, price discrimination, international price discrimination & dumping.

**Unit 5 Inflation**

Meaning, definition, characteristics of inflation, types of inflation, Inflation in terms of demand pull and cost push, effects of inflation, measures to control inflation.

**Reference Books**

- 1) Chopra O.P. -Managerial economics, Tata MC graw hill N. Delhi
- 2) Dean Joel - Managerial economics, Prentice hall, N.Delhi
- 3) Varshney R & Oth - Managerial economics, sltan chand & sons N.Delhi
- 4) Dwivedi D.N. - Managerial economics – vikas pub. House. N.Delhi
- 5) Mehta P.L. - Managerial economics, s. chand & co. N.Delhi
- 6) Gopal Krishana- A study of Managerial economics, Himalya Pub. House N.Delhi



**Swami Ramanand Teerth Marathwada University, Nanded's**  
**New Model Degree College, Hingoli**  
**M. Com. I Year I Semester**  
**Syllabus**

**Subject: Management Function and Behaviors**

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**Objectives:** - The Objective of this course is to acquaint students with the management function, Concepts, tools and techniques of management.

**Unit 1 Introduction**

Concept of Organisations, Characteristics of organization, Types of organisation, Importance of organisation, organizational behavior, Definitions, Nature and scope, Evolution of organizational behavior, Hawthorne studies.

**Unit 2 Personality**

Meaning and nature, Determinants of personality Measurement of personality, Theories of personality, personality facts influencing behavior at work .

**Unit 3 Motivation**

Concept of motivation, Nature of motivation, Importance of motivation in an organization. Tools and Techniques of motivation or incentives. Maslow's Need priority Model. Maslow's Need Hierarchy. Theories of motivation. Theory X and Y and its assumptions.

**Unit 4 Group Behavior**

Concept of group, Definitions of groups, characteristics of group, Types of groups, Reasons for formation of group, stages of group formation, Group Behaviour, Group concesiveness, factor, affecting group concesiveness.

**Unit 5 Interpersonal Behaviour and influencing Relationships**

Introduction, Approches explaining inter personal attraction, Basic principles of inter personal attraction. Developing Inter personal Relationships Different ways of influencing Behaviour.

**Reference Books**

- 1) Management concepts and organizational Behaviour. - K. Aswathappa.
- 2) Organisational Behaviour (Concepts and Cases) - Dr. Anjali Ghanekar.
- 3) Organisational Behaviour -K. Aswathappa \_ \_G. Sudarsana Reddy.
- 4) Organisational Behaviour - Anil Mehta. Bhumija Chouhan.

**Swami Ramanand Teerth Marathwada University, Nanded's**  
**New Model Degree College, Hingoli**  
**M. Com. I Year I Semester**  
**Syllabus**

**Subject: Quantitative Techniques for Business Decisions**

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**Objectives:** - The Objective of this course is to make the students capable to apply the statistical tools and techniques for managerial decision making,

**Unit 1 Correlation Analysis**

Partial Correlation and Multiple Correlations; Significance and limitation of partial and multiple correlations

**Unit 2 Regression Analysis**

Multiple Regression Analysis; Use of Regression Analysis

**Unit 3 Test of Hypothesis**

Chi -Square Test, F-Test, T - Test

**Unit 4 Association of Attributes**

Methods of Studying Association; Yule's Coefficient of Association

**Unit 5 Diagrammatic and Graphical Presentation**

Significance of Diagrams and Graphs. Bar Diagrams; Pie Diagrams; Histogram and Ogives

**Recommended Books**

1. S.P.Gupta: Statistical Analysis
2. C.B.Gupta -Statistical Analysis
3. S.C.Gupta -Advanced Statistics
4. Croxen & Crutwell : Applied Genera Statistics.

**Swami Ramanand Teerth Marathwada University, Nanded's**  
**New Model Degree College, Hingoli**  
**M. Com. I Year I Semester**  
**Syllabus**

**Subject: International Business Environment**

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**Objectives:** - The course aims to educate the student with the different environmental factors which effect business. This course aims to develop ability to understand and scan business environment in order to analyze the opportunities and take decisions under the uncertainty.

**Unit 1 International Business**

Introduction - why go international ? Stages of Internationalization - problems of international business.

**Unit 2 International Investments**

Significance of foreign investment - trade and investment - types of foreign investment -factors affecting international investment - growth of foreign investment - dispersion of FDI – portfolio investment - foreign investment by Indian companies.

**Unit 3 Globalisation**

Globalisation of world economy - Globalisation of business - meaning and dimensions -features of current globalisation - Globalisation stages - Essential conditions for globalization - Foreign market entry strategies - Pros and Cons of globalization - Globalisation of Indian business.

**Unit 4 Development and Regulation of Foreign Trade**

Regulation of foreign trade - Foreign trade(Development and Regulation) Act - Foreign trade policy - Export promotion - Organisational set up - Production assistance -Marketing assistance : Export Processing Zones (EPZs), Export Oriented Units (EOUs), Technology Parks (TPs) and Special Economic Zones (SEZs) - Export houses and trading houses.

**Unit 5 Foreign Exchange Management Act**

Objectives - Holding of foreign exchange etc. - Current account transaction - Capital account transaction - Export of goods and services - realization and repatriation of foreign exchange - Contravention and penalties - Administration of the Act – FERA and FEMA - a comparison.

**Recommended Books**

1. International Business Management -Aswathappa, Tata Mcgraw Hill
2. International Management - Phatak, Bhagat, Kashlak, Tata McGraw Hill
3. International Business Text & Cases - P. Subba Rao, Himalaya Publishing House, Mumbai
4. Business Environment Text & Cases - Francis Cherunilam, Himalaya Publishing House, Mumbai.
5. International Trade and Export Management - Francis Cherunilam, Himalaya Publishing House, Mumbai.
6. Export Management -R. Sharma, Lakshmi Narain Agarwal, Education Publishers, Agra -3
7. A Guide on Export Policy procedure and documentation - M.I. Mahajan, Show White Publication Pvt. Ltd., Mumbai.

**Swami Ramanand Teerth Marathwada University, Nanded's**  
**New Model Degree College, Hingoli**  
**M. Com. I Year I Semester**  
**Syllabus**  
**Subject: Corporate Legal Framework**

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**Objectives:** - 1. To enable student acquire updated knowledge and develop understanding of the regulatory framework for business

**UNIT 1**

Significance of Business Laws—Indian Contract Act, 1872: Meaning and classification of contracts—Essentials elements of a valid contract— performance of a contract—Discharge of a contract—Void agreements Breach and remedies of a contract.

**UNIT 2**

The Sale of Goods Act, 1930: Meaning and Essentials of contract of sale—Sale and Agreement to sell—Conditions and Warranties—Transfer of property Performance of a contract of sale—Unpaid seller.

**UNIT 3**

The Indian Partnership Act, 1932: Meaning and Essentials of partnership-Registration of partnership—Kinds of partners—Rights and Liabilities of Partners—Relations of parties to third parties—Dissolution.

**UNIT 4**

The Consumer Protection Act, 1986: Meaning of Consumer, Service, Goods, Deficiency, Defect, Unfair Trade Practices—Rights of Consumers—Machinery For redressal of Grievances—Remedies available to injured consumers

**UNIT 5**

The Companies Act, 1956: Nature and Registration—Kinds of Companies—Memorandum of Association—Article of Association—Kinds of Shares—Powers and duties of Directors—winding up.

**Recommended Books**

1. Kapoor. N .D, Business law, Sulthan Chand and Sons
2. Chandha P.R, Business lawgajgotia, NewDelhi
3. Garg K.C, V.K Surendran, Mahesh Sharma and Chawla R.C, Busiess regulatory frame work, Kalyani Publishers, NewDelhi
4. Tulsian P.C, Business Laws, Tata Macgraw-Hill publishing Co.Ltd, NewDelhi
5. B S Moshal, Modern Business law,Ane books, New Delhi Awathar Singh, Company Law, Eastern LawBooks
6. Corporate Laws – Taxmann
7. A Textbook of Company Law – PPSGogna

**Swami Ramanand Teerth Marathwada University, Nanded's**  
**New Model Degree College, Hingoli**  
**M. Com. I Year II Semester**  
**Syllabus**  
**Subject: Accounting for Business Decision**

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**Objectives:** - The objective of this course is to acquaint students with the accounting concepts, tools and techniques for managerial decisions.

**Unit 1**

Introduction to Management accounting as an area of accounting, Nature, Scope, Limitations and Advantage of Management accounting, Management accounting and Managerial decision, Role of Management accountant and Responsibilities.

**Unit 2**

Standard costing and variance analysis, Standard costing as a technique of cost control, Variance analysis, Material, Labour and Variable overhead, and Practical problems.

**Unit 3**

Marginal costing and Break even analysis. Concept of Marginal costing and absorption costing and direct costing. Cost volume profit analysis. Break even analysis and its application in business decision, Concept of Margin of Safety, Angle of Incidence, Decisions regarding sales mix, Make or buy. Discontinuation of product line and acceptance of an offer of supply, and Practical problems.

**Unit 4**

Accounting for price level changes, Introduction, Effect of Inflation, Overstatement of profit. Overstatement of rate of return. Approaches to Inflation accounting, Partial and complete revaluation methods. Current purchasing power method, Conversion factor or Multiplier, Restatement of items of financial statements, Purchasing power gain or loss on monetary items, and Practical problems.

**Unit 5**

Budgetary control, Introduction. Meaning and Definition of Budget, Types of Budget, Fixed and Flexible budget, Cash budget. Master Budget and Practical problems.

**Recommended Books**

- 1 . Advanced Management accounting. Himalaya publication house by J. Madegowda.
2. Cost and Management accounting. Himalaya publication house by Dr. Prashanta Athma.
3. Accounting for Management, Himalaya publication house by Dr. Juwaharlal.
4. Principle of Management accounting by Manmohan and Goyal.
5. Management accounting, Chinmay prakashan. Aurangabad by Prof. S. S. Agrawal.

**Swami Ramanand Teerth Marathwada University, Nanded's**  
**New Model Degree College, Hingoli**  
**M. Com. I Year II Semester**  
**Syllabus**  
**Subject: Corporate Tax Planning & Management**

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**Objectives:** - This course aims to make the student conversant with the concept of Corporate Tax Planning and Management and its application in corporate world.

**Unit 1 Introduction to Tax Planning and Management**

Concept of tax planning; tax avoidance; tax evasion and tax management.

**Unit 2 Tax Planning for New Business**

Tax Planning with reference to location, nature and form of organization of new business.

**Unit 3 Tax Planning in respect of Management Decisions**

Tax planning in respect of: own or lease decision, make or buy decision; repair, replace, renewal or renovation and shutdown or continue decision.

**Unit 4 Special Tax Provisions**

Tax provisions relating to: free trade zones: infrastructure sector and backward areas.

**Unit 5 Tax Planning in Respect of Persons**

Tax Planning in respect of persons such as an individual; a HUF; a Firm and a Company.

**Recommended Books**

1. Ahuja O.K. And Ravi Gupta: Systemic Approach to Income Tax and Central Sales Tax, Bharat Law House, New Delhi. Circulars Issued by C.B.D.T.
2. Income Tax Act 1961
3. Income Tax Rules 1962
4. Lakhotia, R.N. : Corporate tax Planning, Vision Publications, Delhi
5. Singhanian, V.K. : Direct Taxes: Law and Practice, Taxman's Publication, Delhi.
6. Singhanian, Vinod K : Direct Tax Planning and Management, Taxman Publication, Delhi
7. Giddy, I.H.: Global Financial Markets, A.I.T.B.S. Delhi.

**Swami Ramanand Teerth Marathwada University, Nanded's**  
**New Model Degree College, Hingoli**  
**M. Com. I Year II Semester**  
**Syllabus**  
**Subject: Operations Research**

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**Objectives:** - The Objective of this course is to acquaint students with the Operation research tools and techniques and their application in management process.

**Unit 1 Introduction to Operations Research**

Application and uses of O.R., Features of O.R., Limitations of O.R. Linear programming, Graphical Method of solving L.P.P.

**Unit 2 Transportation Problems**

Features of Transportation Problems, Problems on North-west Corner method; Row-minima method, Column minima method and Vogel's Approximation method (VAM)

**Unit 3 Assignment Problems**

Objectives of Assignment. Hungarian Assignment method.

**Unit 4 Sequencing Problems**

Assumption in sequencing problems, Processing in jobs through two machines.

**Unit 5 Replacement Problems**

Factors to be considered for Replacement Problem, Problems on Replacement Problems, Game Theory-Competitive games/Features of Games, Problems on Game theory

**Recommended Books:**

1. Operations Research - Kati Sharp
2. Problems in Operations Research - Gupta and Manmohan
3. Operations Research - V.K.Kapoor

**Swami Ramanand Teerth Marathwada University, Nanded's**  
**New Model Degree College, Hingoli**  
**M. Com. I Year II Semester**  
**Syllabus**  
**Subject: Strategic Management**

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**Objectives: -**

- 1 . To develop the capabilities of the students to understand the concept relating to strategic management.
2. To acquaint student with strategies framed at different levels of management. For organizational success in changing environment.
3. To make student competent to think and act globally

**Unit 1 Introduction**

Definition & characteristics of strategic management, mission, objectives & goals, levels at which strategy operates, strategic management process, environmental scanning.

**Unit 2 Diversification strategy**

Concept, why firms diversify? Different types of diversification strategy, change of different strategies, Need to formulate R & D strategy, formulating R & D Strategy, R& D planning process in Indian organization.

**Unit 3 Strategic human Resource management**

Strategic human resource management, Recent development. Human capital management ( HCM), talent management, The New SHRM imperative, bench marketing for SHRM, SHRM in different cultures, Women in International management.

**Unit 4 Corporate Appraisal**

Concept, significance of corporate appraisal in strategy making, corporate capability appraisal process, Assessment of internal capabilities, Techniques of competence appraisal, synergy - Practices followed in capability analysis in Indian organization.

**Unit 5 Strategic Evaluation & control**

Concept, types of strategic control, techniques of strategic evaluation & control.

**Recommended Books:**

1. Azav Kazmi- Business policy & strategic Management – TATA MC Graw Hill N. Delhi
2. Shrivastva R.M.- Management policy & strategic management- concepts, skills & practices – Himalaya Publication House Mumbai
3. Neeta Bopavikar – Global strategic Management- Himalaya Publication House Mumbai
4. Subharao P. – strategic Management - Himalaya Publication House Mumbai
5. G.Sudarasana Reddy - – strategic Management - Himalaya Publication House Mumbai
6. Jayarathanam M - – strategic Management - Himalaya Publication House Mumbai



**Swami Ramanand Teerth Marathwada University, Nanded's**  
**New Model Degree College, Hingoli**  
**M. Com. I Year II Semester**  
**Syllabus**  
**Subject: E-Commerce**

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**Objectives:** - To understand the role of e-commerce in the business world and to inculcate the new developments in the IT field applicable to the trade.

**Unit 1 E-Commerce Overview**

Traditional Commerce Vs E-Commerce- E-commerce and E-Business- Categories of E-Commerce- Development and Growth of E-Commerce-Advantages and Disadvantages of e-commerce.

**Unit 2 E-Commerce Infrastructure**

E-Commerce architectural framework-The Internet and WWW-Internet Protocols-Internet, Intranet and Extranets-Internet connection options-Security Issues in E-Commerce-Payment systems-Types of Payments-Legal.

**Unit 3 Online Marketing and Supply Chain Management**

Online Marketing-Business Models of E-Marketing-Online Advertisement-Advertisement Methods & strategies-Online retailing-E-Auctions.

**Unit 4 Supply Chain Management**

Procurement Process and the Supply Chain-Types of Procurement Multitier Supply Chains-Trends in Supply Chain Management.

**Unit 5 Mobile Commerce**

Definition of Mobile Commerce-Mobile Commerce Framework-Growth of Mobile Commerce Benefits & Limitations of Mobile Commerce-Mobile Network Infrastructure-Information Distribution for Mobile Networks-Multimedia Content Publishing-Mobile Payment Models.

**Suggested Readings:**

1. Gary P. Schneider, "Ecommerce-Strategy, Technology and Implementation", Cengage Learning, India Edition
2. Kenneth C. Laudon, Carol Guercio Traver, "E-commerce-Business, Technology, Society", Pearson, Low Price Edition.
3. Bharat Bhasker, "Electronic Commerce-Framework, Technologies and Applications", 3<sup>rd</sup> Edition. Tata McGraw, Hill,
4. Efraim Turban, Tae Lee, David King & H. Micheal Chung, "Electronic Commerce-A Managerial Perspective", Pearson Education Asia.
5. CSV Murthy, "E-commerce-Concepts, Models & Strategies", HPH.
6. J. Christopher Westland & Theodore H K Clark, "Global Electronic Commerce - Theory and Case Studies", Oxford Universities Press.
7. Martin Bichler, "The Future of e-Markets", Cambridge press.