

**SCHEME OF B.COM III (SPECIALTY PROGRAMMES)**  
**(5<sup>th</sup> and 6<sup>th</sup> Semester w.e.f. the Session 2011-12)**

**Time: 3 Hours**  
**Max. Marks : 100 (90+10)**  
**External : 90, Internal : 10**

<b>Paper No.</b>	<b>Bachelor of Commerce (Banking &amp; Insurance)</b>	<b>Paper No.</b>	<b>Bachelor of Commerce (E-Commerce)</b>
I	Income Tax	I	Income Tax
II	Cost Accounting	II	Cost Accounting
BBI-III	Insurance Management	BEc-III	Fundamentals of M-Commerce
BBI-IV	Commercial Bank Management	BEc-IV	Principles of E-Marketing
BBI-V	Merchant Banking and Financial Services	BEc-V	Essentials of E-Commerce
BBI-VI	Fundamentals of Insurance	BEc-VI	Management Accounting/Finance Accounting
BBI-VII	Indian Banking System	BEc-VII	Internet & World Wide Web
VIII (i)	*Training Report	VIII (i)	*Training Report
VIII (ii)	Viva-Voce (General)	VIII (ii)	Viva-Voce (General)

**Notes:**

1. Max. Marks for each paper are 90+10 = 100 i.e. Theory=90, Internal Assessment=10
2. \*Training Report carries a maximum of 50 marks and the marks for Viva-Voce (General) shall be given out of a maximum 50 marks.
3. For Subject Internet & World Wide Web\* of B.Com (E-Commerce) Theory : 60 Marks, Practical: 30 Marks, Internal Assessment: 10

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**E-Commerce**

**SEMESTER-V**

**BEC-III: Fundamentals of E-Commerce-I**

Max Marks: 90  
Internal Assessment: 10  
Time: 3 Hours

**Note: Nine questions shall be set in the question paper .The candidates will be required to attempt five questions in all. First question is compulsory. Then attempt any four questions from the three units.**

**Unit-I**

Introduction to E-Commerce: Concept of WAP, Mobile computing framework, Technological foundation of WAP: wireless delivery technology & switching method, mobile data internetworking standards: CDMA, TDMA, mobile information access devices

**Unit-II**

WAP vs. e-commerce, WAP vs. traditional business operations, global growth projections,

**Unit-III**

M-Commerce operations: In banking, stock market, trading and shopping, current and emerging issues in m-commerce,

**REFERENCES:**

1. Agarwala Kamlesh N. and Agarwala Prateek: WAP the Net: An introduction to Wireless Application Protocol; Macmillan India Ltd. New Delhi
2. Agarwala Kamlesh N. and Agarwala Prateek: M-Commerce; Macmillan India Ltd. New Delhi
3. Daman Andy: The Essential Guide to Wireless Communication Applications ; Pearson Education Asia ( Low Price Edition)
4. Schiller Jochen: Mobile Communication ; Addison-Wesley(Low Price Edition)

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**E-Commerce**

**SEMESTER-VI**

**BEc-III-Fundamentals of E-Commerce-II**

Max Marks: 90  
Internal Assessment: 10  
Time: 3 Hours

**Note: Nine questions shall be set in the question paper .The candidates will be required to attempt five questions in all. First question is compulsory. Then attempt any four questions from the three units.**

**Unit-I**

Application in wireless internet environment, location based application, independent application, business application, advantages of m-commerce

**Unit-II**

Security issues in m-commerce, wireless internet environment and WAP environment, security of data during transmission at WAP gateway or proxy server

**Unit-III**

Types of security threats, security tools, and legal protection to m-commerce.

**REFERENCES:**

1. Agarwala Kamlesh N. and Agarwala Prateek: WAP the Net:An introduction to Wireless Application Protocol; Macmillan India Ltd. New Delhi
2. Agarwala Kamlesh N. and Agarwala Prateek: M-Commerce; Macmillan India Ltd. New Delhi
3. Daman Andy: The Essential Guide to Wireless Communication Applications ; Pearson Education Asia ( Low Price Edition)
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**E-Commerce**

**SEMESTER-V**  
**BEC-IV-Principles of E-marketing-I**

Max Marks: 90  
Internal Assessment: 10  
Time: 3 Hours

**Note: Nine questions shall be set in the question paper .The candidates will be required to attempt five questions in all. First question is compulsory. Attempt any four questions from the three units.**

**Unit-I**

**Introduction:** Nature and scope of marketing; Importance of marketing-as a business function, and in the economy; Traditional marketing concept; Concept of E-marketing; E-marketing environment.

**Unit-II**

**Consumer behavior and market segmentation:** Consumer behaviour-Nature,Concept;Importance;Major factors affecting consumer behavior; Market segmentation-concept and importance; bases for market segmentation.

**Unit-III**

**Building Traffic:** Promotion-Online promotion on the web site, listing on search engine; banners; link exchange programmed; affiliate programmed; referral programmed; directory listing; Building trust branding;navigation;presentation;fulfillment;logos of security; up-to-date technology; Building loyalty.

**REFERENCES**

1. Agarwala Kamlesh N.,Agarwala Prateek and Agarwala Deeksha:e-CRM;Macmillan India Ltd,New Delhi.
2. Kotler Philip:Marketing Management;Prentice Hall,New Delhi.
3. Pride William M. and Ferrel O.C:MarketinG;Houghton-Mifflin Boston.
4. Staton W.J.,Etzel Michael J.,andWalker BruceJ.;Fundamentals of marketing;McGraw Hill,NewDelhi.
5. Lamb Charles W.,Hair Joseph F., AND McDaniel Carl:Principles of Marketing,South-Westren-Publishing;Cincinnati,Ohio.
6. Cundiff,EdwardW.and Still R.R:Basic Marketing-Concepts,Decision and Strategies;Prentice Hall,NewDelhi.
7. Cravens David W.,Hills Gerald E,Woodruff RobertB.:Marketing Management;Homewood,III,Richard D.Irwin.
8. Kotler and Armstrong :Principles of Marketing;Prentice-Hall Of India, NewDelhi.

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**E-Commerce**

**SEMESTER-VI**

**BEc-IV: Principles of E-marketing-II**

Max Marks: 90  
Internal Assessment: 10  
Time: 3 Hours

**Note: Nine questions shall be set in the question paper .The candidates will be required to attempt five questions in all. First question is compulsory. Attempt any four questions from the question paper.**

**Unit-I**

**Product:** Concept of product; products owing existence to the Net –e-mail; electronic greetings; chat software; consumer goods and industrial goods; product life cycle; product planning and development; packaging-role of functions; E-branfing.

**Unit-II**

**e-CRM(e-customer relationship management):** e-CRM-concept and role; organization structure for e-CRM; key technology; components of e-CRM; change management and e-CRM

**Unit-III**

**Customer service:** order fulfillment- concept of customer service in web environment; order fulfillment; customer care programs; pre- sale and post-sale customer service; customer redressal policy; privacy and confidentiality of customer information

**REFERENCES**

1. Agarwala Kamlesh N.,Agarwala Prateek and Agarwala Deeksha:e-CRM;Macmillan India Ltd,New Delhi.
2. Kotler Philip:Marketing Management;Prentice Hall,New Delhi.
3. Pride William M. and Ferrel O.C:MarketinG;Houghton-Mifflin Boston.
4. Staton W.J.,Etzel Michael J.,andWalker BruceJ.;Fundamentals of marketing;McGraw Hill,NewDelhi.
5. Lamb Charles W.,Hair Joseph F., AND McDaniel Carl:Principles of Marketing,South-Westren-Publishing;Cincinnati,Ohio.
6. Cundiff,EdwardW.and Still R.R:Basic Marketing-Concepts,Decision and Strategies;Prentice Hall,NewDelhi.
7. Cravens David W.,Hills Gerald E,Woodruff RobertB.:Marketing Management;Homewood,III,Richard D.Irwin.
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**E-Commerce**

**SEMESTER-V**

**BEc-V: ESSENTIALS OF E-COMMERCE-I**

Max Marks: 90

Internal Assessment: 10

Time: 3 Hours

**Note: Nine questions shall be set in the question paper .The candidates will be required to attempt five questions in all. First question is compulsory then Attempt any four question from the three units.**

**Unit-I**

**Introduction to E - commerce:** Business operations, E – commerce practices; concepts of b2c, c2c, g2h, g2c; Features of E – commerce. Type of E – commerce systems, elements of E – commerce, principles of E – commerce, benefits and limitations of E – commerce, management issues relating to E – commerce

**Operations of E – commerce:** credit card transaction; secure hypertext transfer protocol (SHTTP), electronic payment systems, secure electronic transaction (SET); Set's encryption process; cyber e-cash, smart cards, Indian payment models.

**Unit-II**

**Emerging Business models:** Retail model, media model, advisory model, made-to-order manufacturing model, do-it-yourself model, information service model, emerging hybrid models, emerging models in India.

**Unit-III**

**Applications in B2C:** Key technologies for b2b, architectural models for b2b, characteristics of the supplier – oriented marketplace, buyer oriented marketplace and intermediary – oriented marketplace, just in time delivery in b2b, internet based EDI from traditional EDI, marketing issues in b2b.

**REFERENCES:**

1. Agarwala Kamlesh N. and Agarwala Deeksha: Bridge to online Storefront: Macmillan India, New Delhi
2. Agarwala Kamlesh N. and Agarwala Deeksha: Business on the Net-Introduction to the E-commerce; Macmillan India New Delhi
3. Agarwala Kamlesh N. and Agarwala Deeksha: Bulls, Bears and The Mouse: An Introduction to Online Stock Market Treading; Macmillan India New Delhi
4. Tiwari Dr. Murli D.; Education and E-Governance; Macmillan India New Delhi
5. Minoli Daniel, Minoli Emma: Web Commerce Technology Handbook; Tata McGraw Hill New Delhi
6. Minoli Daniel: Internet & Intranet Engineering; Tata McGraw Hill New Delhi
7. Bhatnagar Subhash and Schwabe Robert (Eds); Information and Communication Technology in Development; Sage Publication India, New Delhi
8. Amor, Daniel: E-business (r) evaluation, The: Living and Working in an Interconnected World; Prentice Hall US
9. Afuah, A, and Tucci, C: Internet Business Models and Strategies; McGraw Hill, New York
10. Agarwala Kamlesh N.: Internet Banking ; Macmillan India New Delhi

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**E-Commerce**

**SEMESTER-VI**

**BEc-V: ESSENTIALS OF E-COMMERCE-II**

Max Marks: 90

Internal Assessment: 10

Time: 3 Hours

**Note: Nine questions shall be set in the question paper .The candidates will be required to attempt five questions in all. First question is compulsory. Attempt any four questions from the three units.**

**Unit-I**

**Applications in B2C:** Consumer's shopping procedure on the internet, impact on disintermediation and re-intermediation, global market, strategy of traditional department store, products in b2c models, success factors of e-brokers, broker-based service online; online travel tourism services

**Unit-II**

**Applications in governance:** EDI in governance; E-government, E-Governance applications of Internet; concept of government-to-business, business-to-governance and citizen-to-governance, e-governance models, private sector interface in e-governance

**Unit-III**

Benefits and impact of e-commerce on travel industry, real estate market, online stock trading and its benefits, implementation and impacts  
Internet & E-commerce scenario in India; Internet security issues; Legal aspects of E-commerce.

**REFERENCES:**

1. Agarwala Kamlesh N. and Agarwala Deeksha: Bridge to online Storefront: Macmillan India, New Delhi
2. Agarwala Kamlesh N. and Agarwala Deeksha: Business on the Net-Introduction to the E-commerce; Macmillan India New Delhi
3. Agarwala Kamlesh N. and Agarwala Deeksha: Bulls, Bears and The Mouse: An Introduction to Online Stock Market Treading; Macmillan India New Delhi
4. Tiwari Dr. Murli D.; Education and E-Governance; Macmillan India New Delhi
5. Minoli Daniel, Minoli Emma: Web Commerce Technology Handbook; Tata McGraw Hill New Delhi
6. Minoli Daniel: Internet & Intranet Engineering; Tata McGraw Hill New Delhi
7. Bhatnagar Subhash and Schwabe Robert (Eds); Information and Communication Technology in Development; Sage Publication India, New Delhi
8. Amor, Daniel: E-business (r) evaluation, The: Living and Working in an Interconnected World; Prentice Hall US
9. Afuah, A, and Tucci, C: Internet Business Models and Strategies; McGraw Hill, New York
10. Agarwala Kamlesh N.: Internet Banking ; Macmillan India New Delhi

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**E-Commerce**

**Semester - V**  
**BEC-VI- Management Accounting**

Max Marks: 90  
Internal Assessment: 10  
Time: 3 Hours

**UNIT - I**

Management Accounting : Meaning, Nature, Scope & Functions of Management Accounting, Role of Management Accounting in decision making, Management Accounting vs. Financial Accounting, Tools & Techniques of Management Accounting.

Ratio analysis, classification of ratios, profitability ratios, turnover ratios, liquidity ratios, adv. of ratio analysis limitation of accounting ratios.

**UNIT - II**

Fund flow statement as per Indian Accounting Standard 3, cash flow statement.

**UNIT - III**

Interim financial reporting & segment reporting, social reporting accounting & reporting of the effects of changing prices.

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**E-Commerce**

**Semester-VI**  
**BEC-VI- Financial Management**

Max Marks: 90  
Internal Assessment: 10  
Time: 3 Hours

**UNIT - I**

Financial Statement : Meaning & types of financial statements, limitations of financial statements, objectives, objectives & methods of financial St. analysis, common size & comparative statement analysis.

**UNIT - II**

Reporting & Measurement - Income concepts for financial reporting, Measurement & reporting of revenue & Exp. & Gains & Losses, Measurement of Assets & Liabilities other developments in reporting : disclosure in financial reporting.

**UNIT - III**

Accounting standards an overview of national & International accounting standards (Excluding study of individual standards).

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**E-Commerce**

**SEMESTER-V**

**BEc-vii: Internet and World Wide Web-I**

Max Marks: 90

Internal Assessment: 10

Time: 3 Hours

**Note: Nine questions shall be set in the question paper .The candidates will be required to attempt five questions in all. First question is compulsory. Attempt any four questions from the question paper.**

**Unit-I**

The mechanism of internet: Distributed computing, Client server computing, Internet Protocol suite, protocol stack, Open System Interconnection Reference Model (OSIRM) Based on the International Organization for Standardization (ISO) (Application layer, Presentation layer, Session layer, Transport layer, Network layer, data link layer and Physical layer); TCP/IP protocol suite model

**Unit-II**

Mechanism of transmitting the message, across the network and function of Each layer, processing of data at the destination, Mechanism to log onto the Network, Mechanism of sending & receiving email. Internet enabled services: Electronic mail (email), Usenet & use group, File Transfer Protocol (FTP), Telnet, Finger, Internet Chat (IRC), Frequently Asked Questions (FAQ)

**Unit-III**

The World Wide Web consortium (w3c-origin & evolution), Standardizing the Web, W3C members, W3C recommendations, Browsing & Searching, Browsing & Information Retrieval, Exploring the World Wide Web, Architecture of World Wide Web, Hyperlink, Hypertext Markup language, Hypertext Transfer Protocol, Address-URL

**REFERENCE:**

1. Agarwala kamlesh.N and Agarwala Deeksha:Bridge to the online store front;Macmillan India New Delhi
2. Agarwala kamlesh.N and Agarwala Deeksha:Fatal Click:What to do When Viruses size your computer; Macmillan India New Delhi
3. Philips Lee Anne:Practical HTML 4;Prentice Hall New Delhi
4. Douglas E. Comer:The Internet Book; Prentice Hall New Delhi
5. Minoli Daniel,Minoli Emma:Web Commerce Technology Handbook;Tata McGraw Hill New Delhi
6. Minoli Daniel:Internet & Intranet Engineering;Tata McGraw Hill New Delhi
7. Deitel Harvey M. and Deitel Paul J. and Neito T.R;Complete Internet and World wide web Programming Training Coarse, Prentice Hall New Delhi
8. Complete Reference of HTML/XHTML by Thomas A.Powell
9. Hemant Kapilla:Data Comm. & Networking

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**E-Commerce**

**SEMESTER-VI**

**BEC-vii: Internet and World Wide Web-II**

Max Marks: 90

Internal Assessment: 10

Time: 3 Hours

Nine questions shall be set in the question paper .The candidates will be required to attempt five questions in all. First question is compulsory. Attempt any four questions from the question paper.

**Unit-I**

Web Browsing: Browsers, basic Information of Web Browsers, Browsers with Advanced facility, Internet Explorer, Netscape navigator, Netscape Communicator, Search Engine/ Directories: Directory, General features of the Search engines, Approaches to website selection.

**Unit-II**

Major search engines, specialized search engines, popular search engines/directories, Guidelines for effective searching, A general approach to searching, Designing website\ webpage, WW operations, Web standards, HTML- concept & version, naming scheme for HTML documents, HTML editors, Explanation of the structure of the Homepage, Elements in HTML Documents, XHTML, CSS, Extensible Stylesheet Language (SXL)

**Unit-III**

Tips for Designing Web Pages/ Security of data/ Information Security, Network Security, PINA Factor Privacy, Integrity, Non- reputation, authentication, SSL, Encryption, Digital Signature, Digital Certificate, Server Security, Firewall, Password, Biometrics, Payment Security, Virus Protection, Hacking.

**REFERENCE:**

1. Agarwala kamlesh.N and Agarwala Deeksha:Bridge to the online store front; Macmillan India New Delhi
2. Agarwala kamlesh.N and Agarwala Deeksha:Fatal Click:What to do When Viruses size your computer; Macmillan India New Delhi
3. Philips Lee Anne:Practical HTML 4;Prentice Hall New Delhi
4. Douglas E. Comer:The Internet Book; Prentice Hall New Delhi
5. Minoli Daniel,Minoli Emma:Web Commerce Technology Handbook;Tata McGraw Hill New Delhi
6. Minoli Daniel:Internet & Intranet Engineering;Tata McGraw Hill New Delhi
7. Deitel Harvey M. and Deitel Paul J. and Neito T.R;Complete Internet and World wide web Programming Training Coarse, Prentice Hall New Delhi
8. Complete Reference of HTML/XHTML by Thomas A. Powell
9. Hemant Kapilla: Data Comm. & Networking