

Department	E-COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC 01	Title: Principles of Accounting	Semester: I
Hrs/week: 6		Credit: 4
Objectives	To enable the students to learn principles, Concepts and conventions of accounting frame work	
Unit	Content	Hrs
Unit I	Accounting concepts and conventions Journal – Ledger – Trial Balance – Final Accounts of Sole trading concerns with adjustments.	21
Unit II	Depreciation – Meaning – Causes – feature Methods of depreciation – Straight line method – Written down value method- Annuity method – Sinking fund method – Insurance Policy method.	21
Unit III	Bank reconciliation Statement (Simple problems only) - rectification of errors.	21
Unit IV	Hire purchase and Installment system – Computation of interest – Repossession –Complete Repossession – Partial Repossession - Installment Purchase System (excluding hire purchase trading account)	21
Unit V	Bills of Exchange – Bills Honored on due date–Renewal and Dishonor of Bills –Accommodation (Simple problems Only).	21
Total contact Hrs/Semester		105
Text Books 1.ReddyT.S. and Murthy.A (2012) ‘ Financial Accounting’ Chennai Margham Publication. 2.Jain .S.Pand Narang.K.L ‘Advanced Accounting’ Kalyani Publishers		
Reference Books 1.Shukla M.C. Advanced Accounting S.Chand& Company Ltd. 2.Shukla M.C, Grewal T.S. and and Gupta.S.C (2009) Advanced Accounting Sultanchand&Sons, New Delhi 3.Grewal.T.S & (2005) Introduction to Accountancy New Delhi S.Chand& Company Ltd.		

Department	E-COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC 03	Title: Business Economics	Semester: I
Hrs/week: 4		Credit: 4
Objectives	The course is designed for students to examine the importance and Publication of economic analysis for business decision making. Topic includes economic theories and applications dealing with demand, production, market and pricing.	
Unit	Content	Hrs
Unit I	Economics – Definition – Micro and Macro Economics – Business Economics –Definition Scope of Business Economics – Economic Concepts Applied in Business Economics – Role and Responsibilities of a Business Economist.	12
Unit II	Law of Demand – Determinants of Demand – Indifference Curve Analysis – Consumer’s Equilibrium – Elasticity of Demand – Types – Demand Forecasting – Methods of Demand Forecasting - Consumer Surplus –Measurement of Consumer Surplus.	12
Unit III	Cost Concepts – Cost – Output Relationship –Production Function–Isoquants – Law of Variable Proportions – Returns to Scale –Producer’s Equilibrium.	12
Unit IV	Market Structure – Price and Output Determination under Perfect Competition –Monopoly – Discrimination Monopoly –Monopolistic Competition – Oligopoly: Cartels, Price Leadership and Price Rigidity	12
Unit V	Pricing Policy – Objectives of pricing policy – Pricing policy methods – Capital Budgeting –Importance – Evaluation techniques National Income – Definition -Concepts Methods.	12
Total contact Hrs/Semester		60
Text Books 1.Reddy P.N and Appanniah H.R (2003) Principles of Business Economics New Delhi S.Chand& Company Ltd. 2.Shankaran.S Business Economics Bombay Progressive Corporation Private Ltd .		
Reference Books 1.Midhani.D.M & Moorthi. V.S.R. Fundamentals of Business Economics, New Delhi Himalaya Publishing House. 2.Sundaram K.P.M. & Sundaram. E.N. Business Economics sultan Chand & Sons. 3.Mankar V.G (2009) Business Economics ,Chennai, Macsmillian Publishers.		

Department	E-COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14UEC02	Title: Introduction to Information Technology	Semester:I
Hrs/week: 4		Credit: 4
Objectives	To impart the students the latest trends in the technological developments.	
Unit	Content	Hrs
Unit I	Introduction to information technology – characteristics – uses of information – flow of information in organization – levels – categories – information technology.	12
Unit II	Computer: fundamentals of computers – computer generations – importance - operations of digital computer – computer system – computer virus – Data processing.	12
Unit III	Network – LAN – WAN – WLAN – E-Commerce – internet – intranet.	12
Unit IV	System analysis and design: analysis - design – coding – testing – implementation. Computer based information system: transaction processing system – MIS –decision support system – Expert system.	12
Unit V	Www – E-mails – MS Windows XP – DTH – internet Telephony – Bluetooth – infrared port – E-Services.	12
Total contact Hrs/Semester		60
Text books : Parameswaran R,r Sarvana Kumar, T.Jayalakshi(2008),A Text book Of Information Technology ,Publisher : S.Chand Group Gurvider Singh,Rachhpal Singh(2006),A Text book of information Technology in Business (Gauhati) 1 st Edition 2004,kalyani.		
Reference Books: 1. Garroll W. Frenzel Johne. Frenzel (2008) Management of Information Technology, Thomson Course Technology, Boston. 2. Henry C. Lucas. Jr (2005). Information Technology – Strategic Decision Making for Managers, John Wiley & Sons (Asia) Pvt. Ltd., Singapore.		

Department	E-COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC 04	Title: Programming Laboratory-II: Accounting Package Tally	Semester: I
Hrs/week: 4		Credit: 2
Objectives	To enable the students to gain adequate knowledge on Tally.	
	1. Company Creation & Alteration 2. Creating and Displaying Ledger 3. Voucher Creation 4. Voucher Alteration and Deletion 5. Final Accounts without Adjustments 6. Final Accounts with Adjustments 7. Inventory Information 8. Bank Reconciliation Statement 9. Creating and Displaying Godowns 10. Bill wise Statement 11. Cost Categories and Cost Center	
Total contact Hrs/Semester		60

Department	E-COMMERCE	
Course	B.com E-commerce	Effective from the year:2014 onwards
Subject code: 14 UEC 05	Title: Advanced Accounting	Semester:II
Hrs/week: 4		Credit: 4
Objectives	This course presents advance accounting emphasizing various aspects of accounting namely Partnership, Admission, Retirement and company accounts. To enable the students to learn the functional aspects of accounting.	
Unit	Content	Hrs
Unit I	Partnership Fundamentals: Meaning – Definition – Partnership deed – Interest on Capital, Drawings – Profit and Loss Appropriation Account – Partners capital Account (Fixed and Fluctuating capital Method).	12
Unit II	Admission of Partner: Adjustment in profit sharing Ratio – calculation of sacrificing Ratio – Goodwill – Methods of valuation of goodwill – treatment of Goodwill at the time of Admission.	12
Unit III	Retirement of Partner: Adjustment in profit Sharing Ratio – Calculation of Gaining ratio – distinction between Sacrificing ratio and Gaining ratio – treatment of Goodwill at the time of retirement – Revaluation of Assets and Liabilities settlement to the retiring partner.	12
Unit IV	Company Accounts – Issue of Shares – At Par, At Premium, At Discount – Forfeiture of Shares and Re-Issue of Shares.	12
Unit V	Company Final Accounts– Managerial Remuneration-Perquisites to be Included In Managerial Remuneration.	12
Total contact Hrs/Semester		60
Text Books : 1.ReddyT.S. and Murthy.A(2012) ‘ Financial Accounting’, Chennai Margham Publication. 2.Jain .S.Pand Narang.K.L(2008) ‘Advanced Accounting’ Kalyani Publishers		
Reference Book : 1.Financial Accounting – Jain & Narrang 2.Corporate Accounting - T.S.Reddy & A.Murhty		

Department	E-COMMERCE	
Course	B.com E-commerce	Effective from the year:2014 onwards
Subject code: 14 UEC 06	Title: Principles of Management	Semester:II
Hrs/week: 4		Credit: 3
Objectives	To make the students to understand the conceptual framework of Business management.	
Unit	Content	Hrs
Unit I	Management – Meaning and Definition-Nature and Scope – Importance – Functions of Management – Management as an Art, Science and Profession – Contributions of FW Taylor, Fayol, Management by Objectives (MBO) – Management by Exception (MBE)	12
Unit II	Planning – Meaning and Definition – Nature – Objectives Advantages and Disadvantages – Process – Types of Planning.	12
Unit III	Organization – Meaning and Definition – Formal and informal Organization – Importance – Principles of Sound Organization – Departmentation – Delegation and Decentralization – Line, Functional and Staff Organization – Span of Control.	12
Unit IV	Staffing – Sources of recruitment – Maslow’s Theory of Motivation Control – Process of Control – Techniques of Control Communication – Types, Channels of Communication – Barriers of Communication.	12
Unit V	Leadership – Functions and Types – X, Y and Z Theories – Qualities of a Good Leader –Decision Making – Traditional and Modern Techniques – Steps Involved in Decision Making.	12
Total contact Hrs/Semester		60
Text Books :	1.Dinkar Pagare (2005) Principles of Management,New Delhi , Sultan Chand & sons. 2.Gupta C.B.(2003) Business Management New Delhi , Sultan Chand & sons.	
Reference Book :	1.Prasad.L.M(2003) Principles and practice of Management ,New Delhi, Sultan Chand & sons. 2. Ramasamy.T(2005) Principles of Management ,New Delhi ,Himalaya Publishing House	

Department	E.COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC07	Title: Business Application Software	Semester: II
Hrs/week:4		Credit:3
Objectives	To expose the students the applications of computer in business	
Unit	Content	Hrs
Unit I	Introduction to computers – Introduction to windows – Introduction to word – Editing a document – Move and copy text –Formatting text and paragraph – finding and replacing Text-spelling and grammar checking.	6
Unit II	Using tabs - enhancing documents - Columns, tables and other features – using graphics, templates and wizards – using mail merge – misce. Features of word.	6
Unit III	Introduction to worksheet and excel - Getting started with excel - Editing cells and using commands and functions – Moving and copying inserting and deleting rows and columns – Formatting a worksheet - Printing the worksheet - Creating charts - using date and time – naming ranges and using simple statistical and mathematical functions – additional formatting commands and drawing toolbars – Misc. commands and functions.	6
Unit IV	Access-Databases and tables-Creating Tables for storing data – Relationship between tables – Selection with queries- Building user interface with forms – Displaying data with reports.	6
Unit V	Introduction to power point – Creating a presentation different views in power point – Running a slide show – Animation and sound – Importing objects from other applications Automating your presentations – Printing your presentations – Modifying and integrating presentations	6
Total contact Hrs/Semester		30
Text Books 1.MS Office – C. Nellai Kannai 2.MS.Office-Russell A.Stultz.		
Reference Books 1.PC Software for windows made simple – R.K. Taxalli 2.Learn Microsoft Office 97 – Russell A. Stultz.		

Department	E-COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC 08	Title: Programming laboratory-I:MS-Office	Semester: II
Hrs/week: 4		Credit: 2
Objectives	To enable the students to gain adequate knowledge on MS Office	
	<u>MS Word</u> 1. Document with Alignment – Header and Footer 2. Document with Special Effects – Insert Pictures 3. Creation of Table 4. Resume using Templates 5. Mail Merge 6. Macro <u>MS Excel</u> 1. Increment Abstract and Inventory Control 2. Salary Abstract 3. Individual Mark sheet 4. Sales Budget 5. Break Even Chart 6. Sub Total 7. Auto Filter 8. Advance Filter 9. Pivot Table <u>MS Power Point</u> 1. Sales Slide and Graphical Presentation 2. Advertisement Slide 3. Organizational Chart <u>MS Access</u> 1. Table and Records 2. Employees Salary using Table and Queries 3. Employees Salary using Reports and forms	
Total contact Hrs/Semester		60

Department	E-COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC 09	Title: Modern Marketing	Semester: III
Hrs/week:6		Credit:4
Objectives	To endow students with the knowledge of Marketing.	
Unit	Content	Hrs
Unit I	Market – Marketing – Definition – Objectives and Importance of Marketing – Modern Marketing Concept – Global Marketing – Telemarketing –Recent Development in Marketing Concept – Marketing Functions - Career Opportunities in Marketing.	18
Unit II	Product Policy- Product Planning and Development - Product Life Cycle –Product Mix - Distribution Channels- Types of Channels – Factors affecting Choice of Distribution - Branding – Features – Types – Functions. Packaging – Features – Types – Advantages – Brand Name and Trademark.	18
Unit III	Pricing – Definition – Objectives — Factors affecting Price Determinations – Methods of Setting Prices – Cost – Demand and Competition - Pricing Policies and Strategies- Market Segmentation – Basis – Criteria – Benefits.	18
Unit IV	Sales Promotion – Objectives and Importance of Sales Promotion – Personal Selling – Advertising – Meaning – Objectives – Functions and Importance – Kinds of Media – Direct Marketing – Multi-level marketing.	18
Unit V	Marketing Ethics- Consumerism – Meaning – Evolution – Types of Exploitation – Consumer Rights –Laws protecting the consumer interest - Consumer Protection Act – Consumer Courts. E-marketing-traditional marketing vs. e-marketing - Internet marketing-e - advertising-new trends in internet marketing.	18
Total contact Hrs/Semester		90
Text Books 1.Pillai R.S.N & Bagavathi (2004) “Modern Marketing Principles and Practices”, 1st Edition New Delhi S. Chand& co PV Ltd, 2.Dr.Rajan Nair(2004) , “Marketing”, 7 th Revised Edition, New Delhi, Sultan Chand & Sons .		
Reference Books 1.Philip Kotler,(2002) “Principles of Marketing”,New Delhi, Prentice Hall of India. 2.William Stanton.J (2002) “Fundamentals of Marketing”, 4 th Edition, Mcgraw Hill Publishing		

Department	E-COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC 10	Title: Object Oriented programming with C++	Semester: III
Hrs/week:5		Credit:4
Objectives	To promote the knowledge of OOPs Concepts through C++.	
Unit	Content	Hrs
Unit I	OOPs, A New Paradigm – Evaluation of Programming Paradigm – Objects – Classes – Encapsulation and Data Abstraction – Inheritance – Dynamic Binding – Polymorphism – Message Communication – Popular OOPs Languages – Merits and Demerits of OOPs Methodology – Application of OOPs.	15
Unit II	Introduction To C++-Application Of C++ -Structure Of C++ Program-Tokens, Expression-Basic Data Types- Symbolic Constants-Declaring Data types- Reference Variables-Operator in C++-Scope Resolution Operator-Expressions And Implicit Conversions-Control Structures –Function in C++-Call By Reference-Call By Value- Inline Functions-Default Arguments-Constant Arguments-Classes And Objects-Defining Member Functions- Nesting Member Function-Private Member Function-Static Member Function	15
Unit III	Array of Object – Friend Function – Returning Object – Constant Member Function – Pointed to Members – Constructors with Default Arguments – Copy Constructor – Dynamic Constructor – Destructor – Operator Overloading and Type Conversions – Rules for Operator Overloading – Function Overloading – Function Overloading with Arguments – Special Features of Function Overloading	15
Unit IV	Inheritance – Single Inheritance – Types of Base Classes – Types of Derivation – Public – Private – Protected Inheritance – Multilevel Inheritance – Multiple Inheritance – Hierarchical Inheritance – Hybrid Inheritance – Polymorphism – Virtual Functions – Pure Virtual Function –Pointer to Derived Classes.	15
Unit V	Managing Console I/O Operations – C++ Streams – Stream Classes – Input stream- Output stream – f stream, if stream, of stream, file buff, istr stream, ostr stream – Unformatted I/O Operation – Classes for File Stream Operations – Opening and Closing a file.	15
Total contact Hrs/Semester		75
Text Books 1.Balagurusamy.E,(2011) “Object Oriented Programming with C++”, New Delhi, Tata McGraw-Hill Publishing Company Limited.		
Reference Books 1.Ravichandran.D(2007) “Programming with C++”, New Delhi, Tata McGraw- Hill Publishing Company Limited. 2.Govindaraj.K(2009) “Object Oriented Programming with C++”,New Century Book House Pvt. Ltd.		

Department	E-COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC 11	Title: Business Communication	Semester:III
Hrs/week:6		Credit:4
Objectives	To develop the written and oral Business Communication Skills.	
Unit	Content	Hrs
Unit I	Business Communication – Meaning – Importance of Effective Business Communication– Modern Communication Methods – Business Letters : Need – Functions – Kinds – Essentials of Effective Business Letters – Lay out.	15
Unit II	Trade Enquiries – Orders and their Execution – Credit and Status Enquiries.	15
Unit III	Complaints and Adjustments – Collection Letters – Sales -Letters – Circular Letters. (E-mail Ethics, Correspondence)	15
Unit IV	Company Secretarial Correspondence (Includes Agenda, Minutes and Reports Writing)	15
Unit V	Application Letters – Preparation of Resume – Interview: Meaning – Objectives and Techniques of various types of Interviews –Characteristics of good speech –Individual Report- ‘ Business Reports Presentations.	15
Total contact Hrs/Semester		75
Text Books 1.Rajendra Pal Korahill,(2010) , “Essentials of Business Communications”, New Delhi, Sultan Chand & Co. New Delhi, 2008 . 2. K.K. Ramachandran , Lakshmi KK , KK.Karthick, M.Krishnakumar “Business Communication”.		
Reference Books 1.Ramesh, MS, & C.C. Pattanshetti,(2003) “Business Communication”, R.Chand & Co, New Delhi, 2.Rodriquez M.V.,(2003) “Effective Business Communication Concept”, Vikas Publishing Company,		

Department	E-COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC 12	Title: Programming Laboratory – III: Object Oriented programming with C++	Semester: III
Hrs/week: 4		Credit: 2
Objectives	To equip the students to write a Programming Language for developing a System Based Computer Project for the Business Enterprises	
	1. Write a program to display the “Sum of two numbers”. 2. Write a program to display the “Default Argument”. 3. Write a program to display the “Calculating of Class Object”. 4. Write a program to display the “Counting the number of Vowels in given String”. 5. Write a program to display the “Constructor with Destructor”. 6. Write a program to display the “Call by Reference”. 7. Write a program to display the “Inline Function”. 8. Write a program to display the “Nesting Member Function”. 9. Write a program to display the “Array of an Object”. 10. Write a program to display the “Operator Overloading”. 11. Write a program to display “Friend Function”. 12. Write a program to display the “Calculating of Class Object”.	
Total contact Hrs/Semester		60

Department	E-COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC 13	Title: Business Mathematics and Statistics	Semester: III
Hrs/week:7		Credit: 5
Objectives	This course aims to expose the students on the Applications of Mathematical and Statistical Techniques in Business.	
Unit	Content	Hrs
Unit I	Mathematics of finance: Simple Interest - Compound Interest – Depreciation.	18
Unit II	Matrix Algebra – Addition, Subtraction & Multiplication of matrix – Rank of a matrix – inverse of matrix; Determinants and solution of simultaneous linear equations - Application to business.	18
Unit III	Meaning and Scope of Statistics - Characteristics and Limitation - Measures of central tendency – Mean, Median, Mode, Geometric mean, Harmonic mean. Measures of Dispersion – Range, Quartile deviation, Standard deviation & Mean Deviation.	18
Unit IV	Correlation: Simple correlation – Interpretation of coefficient of correlation- Coefficient of concurrent deviation- Ranking methods of correlation.	18
Unit V	Index numbers (Price index only) – Method of consumption – Wholesale and Cost of living indices, weighted index number – Lasperes Method, Paasches Method, Fishers Ideal Index (excluding tests of adequacy of index number formulae).	18
Total contact Hrs/Semester		90
Text Books		
1.Navanitham.P.A.(2013) “Business mathematics & Statistics”, Thiruchy, Jai Publishers		
2.S.P.Gupta (2005) “Statistical methods” , New Delhi, Sultan Chand & Sons		
Reference Books		
1.Sundaresan & Jayaseelan(2005) Introduction to Business Mathematics, Thiruchy, Jai Publishers		
2. D.C. Sanchetti & V.K. Kapoor (2010)Business mathematics,New Delhi, Sultan Chand & Sons		

Department	E-COMMERCE	
Course	B.com E-commerce	Effective from the year:2014 onwards
Subject code: 14 UEC SA1	Title: SKILL BASED ELECTIVE Subject – 1 Commercial Law	Semester: V
Hrs/week: 4		Credit: 4
Objectives	To make the students to understand the fundamentals of laws relating to commercial activities.	
Unit	Content	Hrs
Unit I	Introduction and meaning of Indian Contract –Contract Act- Definition- Classification of contracts – Essential elements of valid contract. Offer and acceptance-Essential of Valid offer and Acceptance..	3
Unit II	Consideration –Essential of Valid Consideration – Stranger to Consideration- No Consideration No Contract – Exceptions.	3
Unit III	Capacity to Contract–Law Relating To Minor, Unsound Mind - Persons qualified by Law. Coercion – undue Influence – Fraud – Mistake.	3
Unit IV	Performance of contract – Modes of performance – By whom must be contract performed- Demand performance - Quasi contract - Types of quasi contracts. Modes of discharge of contract – Remedies for breach of contract.	2
Unit V	Contract of indemnity and Guarantee – Rights of indemnity holder –Rights and liabilities of surety – Bailment and pledge- Contract of Agency –Rights and duties.	2
Total contact Hrs/Semester		13
Text books		
1. Pillai.R.S.N & Bagavathi(2011). Business Law . S.Chand & Company Ltd .New Delhi		
Reference Books		
1.N.D. Kapoor (2005)“ Business Law “ Sultan Chand & Sons, New Delhi		
2.Arun kumar Sen, Commercial Law: The World Press Pvt Ltd , Culcutta		

Department	E-COMMERCE	
Course	B.Com. E-commerce	Effective from the year: 2014 onwards
Subject code: 14 UECS B1	Title: Fundamentals of Entrepreneurship	Semester: V
Hrs/week: 1		Credit: 2
Objectives	To enable the students to apply knowledge to business problems.	
Unit	Content	Hrs
Unit I	Entrepreneur-Entrepreneurship-Meaning-Types of Entrepreneur-Qualities of an Entrepreneur-Distinction between an Entrepreneur and Manager.	3
Unit II	Barriers to Entrepreneurship-Need for Entrepreneurship Training-Concepts of Training Program-EDP in India-Phases of EDP.	3
Unit III	Institutional support to Entrepreneurs-National Small Industries Corporation(NSIC)-Small Industries Development Corporation(SIDO)-District Industries Centre(DIC)-Small Industries Development Corporation(SIDCO).	3
Unit IV	Source of Finance-Own Fund-Lease-Venture Capital.	3
Unit V	Institutional Finance-IFCI-SFC-EXIM Bank.	3
Total contact Hrs/Semester		15
Text Book: 1. SS Khanka (2003) Entrepreneurship Development ,S Chand & Co.		
Reference Book: 1.Gupta CB & Khanka SS(2005), Entrepreneurship & Small Business Management, Sultan Chand & Sons , New Delhi. 2.Robert D Hisrich; Michael P Peters; Dean A Shepherd(2008) Entrepreneurship, Boston : McGraw-Hill/Irwin.		

Department	E.COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC 14	Title: Financial Markets and Institution	Semester: IV
Hrs/week:5		Credit: 4
Objectives	To expose the students to the contemporary theory and practice of Indian financial services sector and create awareness on the functioning of various finance regulating organisations.	
Unit	Content	Hrs
Unit I	Financial Markets – Structure of Financial Markets - Capital Market: Meaning – Classifications, Components and Functions Primary and Secondary Markets. Recent trends in capital market operations.	15
Unit II	Primary Markets – Functions of Primary Market – Guidelines of SEBI – Objectives of IPO – Issue Management – Investor Protections.	15
Unit III	Secondary Markets – Stock Exchange – Role of Secondary Market – Trading in Stock Exchange – Various Speculative Transactions – Role of SEBI – Regulation of Stock Exchange.	15
Unit IV	Money Market: Meaning – Instruments – Characteristics of Developed Money Market and Under developed Money Market – Difference between Money Market and Capital Market – Causes - Steps taken by the Government for development	15
Unit V	Merchant Banking: Meaning and Functions – Regulatory role of SEBI. Credit Rating: Meaning – Functions – Advantages.	15
Total contact Hrs/Semester		75
Text Books: 1.Gordon and Natarajan, “Financial Services” Himalaya Publishing Company limited. 2. Khan.M.Y.(2003) “Financial Services”, Tata McGraw Hill Publishing Company Limited, New Delhi .		
Reference Books: 1. Viswanathan .R,”Industrial Finance” Sriram Chand Publishers 2. Santhanam.B, “Financial Services” Margham Publishers 3. Boominathan V.K, “Financial Services”, Sultan Chand Publishers		

Department	E.COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC15	Title: Software Development with Visual Basics	Semester: IV
Hrs/week: 5		Credit: 4
Objectives	To enable the students to develop a front end tool for Customer Interaction in Business.	
Unit	Content	Hrs
Unit I	Introduction – Client/Server – Benefits of Client/Server – Downsizing – Upsizing – Right sizing – Client/Server Models – Distributed Presentation – Remote Presentation – Remote Data – Distributed Logic – Distributed Data – Client/Server Architecture – Technical Architecture – Application Architecture – Two Tier Architecture – Three Tier Architecture OLTP & n Tier Architecture.	12
Unit II	Introduction to Visual Basic – Steps in VB Application – Integrated Development Environment (IDE) – Menu Bar – Tool Bar – Project Explorer Window – Property Window – Toolbox – Properties, Methods and Events – Event Driven Programming – Working with Forms - Variables – Scope of Variables – Constants – Data Types.	12
Unit III	Functions – Procedures – Control Structure: If - Switch – Select – For – While – Do While - Arrays – User Defined Data Types – Data Type Conversions - Operators – String Functions – Date and Time Functions.	12

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Unit IV	Creating and Using Standard Controls: Form, Label, Text box, Command Button, Check Box, Option Button, List Box, Combo Box, Picture Box, Image Controls, Scroll Bars – Drive List Box – DiCDCtory List Box - Time Control, Frame, Shape and Line Controls – Control Arrays – Dialog Boxes - Single Document Interface (SDI) – Multiple Document Interface (MDI) – Menus – Menu Editor – Menu Creation	12
Unit V	Data Controls – Data Access Objects (DAO) – Accessing and Manipulating Databases – CDCord set – Types of CDCord set – Creating a CDCord set – Modifying, Deleting CDCords – Finding CDCords - Data Report – Data Environment – Report - Designer – Connection Object – Command Object – Section of the Data Report Designer – Data Report Controls.	12
	Total contact Hrs/Semester	60
Text Books:		
1. Steven Holzner,(2002) “VB 6 Programming Black Book”, Dream Tech Press, New Delhi.		
Reference Books:		
1.N. Krishnan & N. Saravanan(2001) “Visual Basic 6.0 in 30 days”, Scitech Publications, (India) Pvt Ltd., Chennai.		

Department	E.COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC 16	Title: Cost Accounting	Semester: IV
Hrs/week:7		Credit:4
Objectives	This course aims to enlighten the students on the various methods of costing adopted in practice.	
Unit	Content	Hrs
Unit I	Cost Accounting – Definition – Meaning, Objectives, Scope, Advantages and disadvantages – Cost centre – Cost unit – Relationship of Cost accounting with Financial accounting. Elements of cost – Preparation of cost sheet & tender (simple problems only)	18
Unit II	Materials – Meaning – Techniques of material control – Level setting: Reorder, Minimum & Maximum level – EOQ – Methods of Valuing Materials – FIFO - LIFO – Simple & Weighted average cost method.	18
Unit III	Labour – methods of remuneration – Time rate system – Piece rate system– Straight piece rate, Taylor piece rate, Merricks multiple piece rate systems – Premium & Bonus plan – Halsey and Rowan plan – Comparison between Halsey & Rowan plan.	18
Unit IV	Overheads – Classification on the basis of elements - Basis of Behaviour – Basis of function – Allocation & Apportionment – Methods of Absorption – Direct material cost, Prime cost , Direct labour , Direct labour hour, Machine hour rate methods.	18
Unit V	Process costing – Characteristics – Importance – Limitations of Process costing - Treatment of normal loss , abnormal loss & abnormal gain (simple problems only).	18
Total contact Hrs/Semester		90
Text Books		
1. S.P. Jain & K.C.Narang(2006) Cost Accounting ,Chennai, Kalyani Publishers.		
2. R.S.N .Pillai & Bagavathi (2005) Cost Accounting, SAP (Student Aid Publications)		
Reference Books		
1. S.P.Jain and Narang(2005) Advance Cost and Management Accounting, Chennai,kalyani publishers.		

Department	E-COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14UEC17	Title: Programming Lab.-IV: Software Development with Visual Basics	Semester: IV
Hrs/week: 4		Credit: 2
Objectives	To develop the business applications software using front end and back end tool.	
	1. Develop an application to perform simple arithmetic operations. 2. Create a VB application to calculate simple and compound interest. 3. Develop a quiz application in Visual Basic. 4. Create a VB application with File, Edit and Format Menus and perform its operations. 5. Develop a VB program to count number of words in a text. 6. Create a program to select, add and delete a place in the List Box. 7. Design a simple calculator. 8. Create a student database in Ms-Access. Display the information in the VB form using data control. Perform various manipulations. 9. Create an employee database in Ms-Access and display the information in the VB form using data control. Perform various manipulations.	
Total contact Hrs/Semester		60

Department	E- COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14 UECS A2	Title: SKILL BASEDELECTIVE Subject – 2 Company Law	Semester: VI
Hrs/week:1		Credit:2
Objectives	To know the procedures and laws followed in a company	
Unit	Content	Hrs
Unit I	Company – Definition – Characteristics – Kinds – Privileges of Private Company – Formation of a Company.	3
Unit II	Memorandum of Association – Meaning – Purpose – Alteration of Memorandum – Doctrine of Ultravires – Articles of Association – Meaning – Forms – Contents – Alteration of Articles – Doctrine of Indoor management	3
Unit III	Prospectus – Definition – Contents – Deemed Prospectus – Misstatement in Prospectus - Kinds of Shares and Debentures.	3
Unit IV	Director and Secretary – Qualification and Disqualification – Appointment – Removal – Remuneration – Powers, Duties and Liabilities.	2
Unit V	Meetings – Requisites of Valid Meeting – Types of Meeting – Winding up – Meaning - Modes of Winding Up.	2
Total contact Hrs/Semester		13
Text Books: 1.N.D.Kapoor (2005) “Company Law” Sultan Chand & Sons, New Delhi		
Reference Books: 1. Bagriyal A.K, “Company Law”, Vikas Publishing House, New Delhi 2. Gower L.C.B, “Principles of Modern Company Law”, Steven & Sons, London. 3. Ramaiya A, “Guide to the Companies Act”, Wadhwa & Co., Nagpur 4. Singh Avtar, “ Company Law”, Eastern Book Co., Lucknow		

Department	E-COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14 UECS B2	Title: Project Management	Semester: VI
Hrs/week: 1		Credit: 2
Objectives	To enable the students to apply Mathematical Knowledge to Business Problems.	
Unit	Content	Hrs
Unit I	Project-Meaning-Project Identification-Selection-Network Planning Techniques-PERT-CPM.	3
Unit II	Project Formulation-Significance-Stages in Project Formulation-Feasibility Analysis-Project Report.	3
Unit III	Project Appraisal-Methods-Payback Period-Average Rate of Return-Discount Cash Flow Techniques.	3
Unit IV	Plant Location-Importance-Factors affecting Location Factory Design-Types of Factory.	3
Unit V	Micro and Small Scale Industries-Definition-Features-Role of SSI in Economic Development-Problems of SSI-Tax Concessions	3
Total contact Hrs/Semester		15
Text Book: 1. SS Khanka (2003) Entrepreneurship Development ,S Chand & Co. Reference Book: 1.Gupta CB & Khanka SS(2005), Entrepreneurship & Small Business Management, Sultan Chand & Sons , New Delhi. 2.Robert D Hisrich; Michael P Peters; Dean A Shepherd(2008) Entrepreneurship, Boston : McGraw-Hill/Irwin.		

Department	E-COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC 19	Title: Management Accounting	Semester:V
Hrs/week : 6		Credit: 4
Objectives	To acquaint the students, the Management Accounting Techniques that facilitates managerial decision making.	
Unit	Content	Hrs
Unit I	Management Accounting – Meaning – Objectives and Scope – Relationship between Management Accounting, Cost Accounting and Financial Accounting.	18
Unit II	Ratio Analysis – Analysis of liquidity – Solvency and Profitability – Construction of Balance Sheet.	18
Unit III	Working Capital – Working capital requirement– Fund Flow Analysis and Cash Flow Analysis.	18
Unit IV	Marginal Costing and Break Even Analysis – Managerial applications of Marginal Costing – Significance and limitations of Marginal Costing.	18
Unit V	Budgeting and Budgetary control – Definition – Importance, Essentials – Classification of Budgets – Master Budget – Preparation cash budget, sales budget, purchase budget- Raw material budget and flexible budget- Zero base budgeting.	18
Total contact Hrs/Semester		90
Text Books: Dr.R Ramachandran and Dr.R.Srinivasan(2008) 1. Dr. S.N. Maheswari (2010) “Management Accounting”, Sultan Chand & Sons, New Delhi 2.Sharma and S.K.Gupta(2006) “Management Accounting”, Kalyani Publishers, New Delhi.		
Reference Books: 1. S.P. Jain and K L. Narang (2010)“Cost and Management Accounting”, Kalyani Publishers, New Delhi. 2.S.K.Bhattacharya, “Accounting and Management”, Vikas Publishing House.		

Department	E-COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC 20	Title: Income Tax Law and Practice	Semester: V
Hrs/week: 6		Credit:4
Objectives	To enable the students to gain adequate knowledge on Business Taxation and familiarize the students with Tax.	
Unit	Content	Hrs
Unit I	Tax System in India – Definitions under Income Tax Act – Agricultural Income – Person – Assessee – Income – Gross Total Income – Total Income – Assessment Year – Previous Year – Residential Status – Scope of Total Income	18
Unit II	Income from Salary – Computation of Income from Salary.	18
Unit III	Profits and Gains of Business or Profession – Computation of Profits and Gains of Business or Profession - Income from House Property.	18
Unit IV	Capital Gains – Mode of Computation – Exemption - Income from Other Sources.	18
Unit V	Set off and Carry forward - Set off Losses - Exempted Income – debate of Tax - Theoretical aspects of reduction from the Gross Total Income – e-filing-Concept of e-filing.	18
Total contact Hrs/Semester		90
Text Books 1.V.P.Gaur,D.B.Narang,Puja ghai, Rajeev Puri (2014) “Income Tax Law and Practice”, Kalyani publishers.		

Department	E- COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC 21	Title: E-Commerce Technology	Semester: V
Hrs/week: 6		Credit:4
Objectives	To enable the students to understand the technology of e-Commerce for Business Application.	
Unit	Content	Hrs
Unit I	Introduction to E- commerce : Meaning and concept – E-commerce v/s Traditional Commerce – History of E- Commerce – features & benefits of E- Commerce – Impacts, Challenges & Limitations of E- Commerce - Applications of E- commerce.	18
Unit II	Business models of E – Commerce: Business to Business – Business to customers – customers to customers - Business to Government – Business to employee– Influencing factors of successful E- Commerce – E- Business – Introduction – Meaning & definition – E-Business Architecture.	18
Unit III	Marketing strategies & E – Commerce : Website – components of website – Concept & Designing website for E- Commerce – Corporate Website – Portal – Search Engine – Internet Advertising – Emergence of the internet as a competitive advertising media- Models of internet advertising – Weakness in Internet advertising.	18
Unit IV	Electronic data interchange - Benefits – EDI legal, security and privacy issues – EDI Software implementation –Advantages and limitations.	18
Unit V	Cyber Law: Introduction- Concept of Cyberspace-E-Commerce in India-Privacy factors in E-Commerce-Cyber law in E-Commerce-Contract Aspects.	18
Total contact Hrs/Semester		90

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Text Books

1. Ravi Kalakota & Andrew B. Whinston (2006) "Frontiers of Electronic Commerce", Dorling Kindersley (India) Pvt. Ltd.
2. Dr. C. S. Rayudu (2004) "E-Commerce & E-Business", Himalaya Publishing House, New Delhi.

Reference Books

1. Bharat Bhasker (2006) "Electronic Commerce", Tata Mc Graw Hill Publishing Co Ltd, New Delhi.
2. Daniel Minoli & Emma Minoli (2002) "Web Commerce Technology Handbook", Tata McGraw Hill Publishing, New Delhi.
3. Bajaj & Nag (2002), "E-commerce", Tata McGraw Hill, New Delhi.

Department	E-COMMERCE	
Course	B.com E-commerce	Effective from the year: 2014 onwards
Subject code: 14UEC22	Title: Software Project & Viva Voce	Semester: V
Hrs/week: 1		Credit:4
Objectives	This course would create interest in the minds of students to undergo the research in Commerce/Computer Application & Share the analytical skill of the students in the field of Research.	
	Content 1. Commerce/Computer Application based projects are permitted. 2. Group (Two members per group) Project under a Supervisor/Guide 3. Students have to carry out the project during V Semester. 4. Viva-voce PPT presentation will be conducted in the V Semester. 5. The Project Report Evaluation and Viva-voce Examination will carried out jointly by internal (Supervisor/Guide) and external examiner. 6. Distribution of Marks: Project Report Evaluation: 20 Marks Viva-voce Examination : 80 Marks ----- 100 Marks -----	
Total contact Hrs/Semester		15

Department	E-COMMERCE	
Course	B.com E-Commerce	Effective from the year: 2014 onwards
Subject code: 14UEC23	Title: Internet and Web Designing	Semester: V
Hrs/week: 5		Credit:4
Objectives	To make the students expertise in Creating Web Page.	
Unit	Content	Hrs
Unit I	Introduction to Internet – Internet Access/dialer - connection – Internet services features – TCP/IP Vs Shell Accounts – Configuring the machine for TCP/IP Account – Configuring Shell Account – Telnet – (WWW) World Wide Web– Web Page – Hyper Text – HTML Tags – Net Surfing – Internet/Web Browsing – Browser – Internet Addressing – IP Address – Domain Name – Electronic Mail – Uniform Resource Locator (URL) – Internet Protocols-TCP/IP – FTP – HTTP –Telnet-Gopher – WAIS.	12
Unit II	Searching the Web – Web Index – Web Search Engine – Web Meta – Searcher Function – Search Engines – Meta Search Sites – Directories and Indexes – Specialized Directories – Electronic Mail(E- Mail) – E- Mail Message – Customizing E- Mail Programs – Managing Mails – Address Book – Signature Features – File Attachment Facility – Setting Priority – Advantages and Disadvantages of E-Mail.	12
Unit III	Introduction to HTML- HTML Code for the Web Page – Web Page Basics – Set up a Web Page – Display a Web Page in a Browser – Start a New Paragraph – Start a New Line – Insert Blank Spaces – Heading – Pre-format Text – Comment – Special Characters – Format Text – Emphasize – Superscript - un Super script – Font Style and Size Color – Ordered List – Unordered list – Nested list – Definition list – Images- Added Image – Background – Border – Wrap Text - Around an Image – Aligning the Image – Horizontal Role - Image List – Convert an Image to GIF or JPEG.	12

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Unit IV	Links – Link to another Web – Link within a page - Link to an image – Link to an File – E-Mail Link- Link to an FTP Site – Change in color – Create Keyboard Shortcuts – Change the Tab Order – Tables – Create Table – Add a Border – Caption – Column Groups – Row Groups – Color- Background Images – Aligning Data – Size of the Table – Size of the cell – Span cells – Cell Spacing and Padding – Borders – Text Wrapping – Nested Wrapping – Nested Tables – Wrap Text around a Table.	12
Unit V	Sounds and Videos – Link to a Sound – Sound Considerations – Embedded Sound – Extended video – video Consideration – internal Video – introduction to Forms – Set up the Form and reset button — Hidden File – Organize Form Elements – Label from Elements – introduction to Frames – hyper creative frame-frame consideration - Wide alternative information – Link to a Frame – Scroll Bars – Resizing Frames – Frame Borders – Frame Margins – Nested Frame sets – In line Frame.	12
Total contact Hrs/Semester		60
Text Books 1.Alexis Leon & Mathews Leon , “HTML for Everyone” 2.Eric Kramer , “HTML”		
Reference Books 1.John Zabour , Jeff fourst & David Kerven, “HTML 4 HOW –TO”		

Department	E-COMMERCE	
Course	B.com E-Commerce	Effective from the year: 2014 onwards
Subject code: 14UEC24	Title: Programming Laboratory – V : Internet and Web Designing	Semester: V
Hrs/week: 4		Credit:2
Objectives	To Prepare the Students for developing websites	
Content		
1. Write a HTML code for designing a web page for system configuration.		
2. Create a HTML to show the web page for the list of elements.		
3. Design a HTML document to show a web page for semester paper title.		
4. List out the names of software companies using Ordered List.		
5. List out the Educational website using Unordered List.		
6. Create a web page using Definition List to prepare definitions for tags in the HTML document.		
7. Create a HTML documents to show a web page for the syllabus of B.Com, E-com II Year third semester.		
8. Design a table to show the time table for II B.com E-Commerce.		
9. Create a web page using a HTML document to show a weather report.		
10. Create a HTML document to link files internally.		
11. Create a HTML document to show a web page for external link.		
12. Design a HTML document to show a web page for FRAME –UG COURSE.		
Total contact Hrs/Semester		60

Department	E-COMMERCE	
Course	B.Com E-Commerce	Effective from the year:2014
Subject code: 14UEC N A1	NON-MAJOR ELECTIVE PAPER-1 : Title: Dynamics in E-Commerce	Semester:III
Hrs/week:1		Credit:2
Objectives	To enable students to understand the current scenario about E-commerce	
Unit	Content	Hrs
Unit I	E-Commerce- Scope of E-Commerce – Definition of E-commerce-Framework of e-commerce – Advantages and disadvantages.	3
Unit II	E-commerce business models – Business to Business – Consumer to Consumer to Consumer E-Commerce – Business to employee E-commerce.	3
Unit III	E-Business – Introduction – Internet bookshops - Grocery supplies – software supplies- Electronic newspapers	3
Unit IV	Online share trading – online ticketing- Railway and airway ticket reservation.	3
Unit V	E-Filing – profile creation – Online PAN application – ITR validation – ITR submission – ITR acknowledgement.	3
Total contact Hrs/Semester		15
Text Books 1. Ravi Kalakota &Andrew B.Whinston(2006) “Frontiers of Electronic Commerce”, Dorling Kindersley (India) Pvt.Ltd. 2. Dr.C.S.Rayudu (2004),”E-Commerce &E-Business” ,Himalaya Publishing House, New Delhi.		
Reference Books 1.Bharat Bhasker (2006), “Electronic Commerce”, Tata Mc Graw Hill Publishing Co Ltd,New Delhi 2. Daniel Minoli & Emma Minoli (2002) “Web Commerce Technology Handbook”, TataMcGraw Hill Publishing, New Delhi. 3.Davinder Singh Minhas(2002) , “Dynamics Memory Internet “, Fusion Books, New Delhi		

Department	E-COMMERCE	
Course	B.com E-Commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC 25	Title: : Investment Management	Semester: VI
Hrs/week: 7		Credit:5
Objectives	This paper aims at imparting basic knowledge about investment management.	
Unit	Content	Hrs
Unit I	Investment- Meaning- Nature and Scope- Investment Media- Investment Vs. Gambling Vs Speculation- Investment Process- Risks of Investment- Types of Risks.	15
Unit II	Fundamental of Economic Analysis- Economic Indicators- Industry Analysis- Company Analysis.	15
Unit III	Technical Analysis- Basic Technical Assumption- Dow Theory- Elliot Wave Principles- Charts as a Technical Tool.	15
Unit IV	Portfolio Management- Meaning and Objectives- Scope- Principles of Portfolio Decision- Portfolio Construction.	15
Unit V	Markowitz Model- Sharpe Single Index Model- Capital Asset Pricing model- Factor Models	15
Total contact Hrs/Semester		75
Text Books		
1.Bhalla V.K. 2007 “Investment management (Security Analysis and Portfolio Management)” S.Chand and Sons, New Delhi, 2.Preeti Singh 2006 “Investment Management security Analysis and Portfolio Management,Fifth Edition,Himalaya Publishning House,		
Reference Books		
1.Gopalakrishnan .v 2005-“Investment Management”, S.Chand and sons, New Delhi. 2.Fisher and Jordan, 2005 “Security Analysis and Portfolio Management”,Tata Mc Graw Hill Publishning Company, New Delhi. 3.Dr.V.A. Avadhani , 2004 “Security Analysis and Portfolio Management”, Himalaya Publishning House,New Delhi,		

Department	E-COMMERCE	
Course	B.com E-Commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC 26	Title: E-Commerce Strategy & Applications	Semester: VI
Hrs/week: 6		Credit:5
Objectives	To enable the students to be aware on the emerging changes in marketing and advertising.	
Unit	Content	Hrs
Unit I	Why study e-commerce? Seven unique features of e-commerce technology-Framework of E-Commerce – Anatomy of E-Commerce. E-Commerce in India – E-Commerce and the future. Network security and firewalls - Data and message security-Technology behind the web- Security and the web.	18
Unit II	Electronic Payment Systems-Types-Digital -Smart Cards & Credit Card- risks involved in Electronic Payment Systems - Designing electronic payment system – Process of EPS.	18
Unit III	M-Commerce – Introduction – Mobile Computing Applications – Advantages and Disadvantages. E-Learning - Role of E-Learning – Components of e-learning: CBT, WBT, Virtual Classroom – Barriers to e-Learning.	18
Unit IV	E-Banking- changing dynamics in e-banking-advantages of e-banking-limitations of e-banking-Transaction Processing - Online Purchases-Online share trading –Railway/air ticket reservation.	18
Unit V	The Information Technology Act 2000-Definitions-Authentication Of Electronic Records- Electronic Governance-Digital Signature - & Digital Certificates.	18
Total contact Hrs/Semester		90

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Text Books

1. Ravi Kalakota & Andrew B. Whinston (2006) , “Frontiers of Electronic Commerce”, Dorling Kindersley (India) Pvt. Ltd.
2. Dr. C. S. Rayudu, (2004) “E-Commerce & E-Business” , Himalaya Publishing House, New Delhi.

Reference Books

1. Bharat Bhasker (2006) “Electronic Commerce”, Tata Mc Graw Hill Publishing Co Ltd, New Delhi.
2. Daniel Minoli & Emma Minoli (2002) “Web Commerce Technology Handbook”, Tata McGraw Hill Publishing, New Delhi.
3. Bajaj & Nag (2002), “E-commerce” , Tata McGraw Hill , New Delhi.

Department	E-COMMERCE	
Course	B.com E-Commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC 27	Title: Global Business Strategy	Semester: VI
Hrs/week:		Credit: 6
Objectives	To expose the students to the international scenario	
Unit	Content	Hrs
Unit I	International trade – Meaning, Nature and Scope - Difference between internal trade and international trade – Merits and demerits of international trade.	21
Unit II	Balance of trade – Balance of payments – Balance of payments Disequilibrium-instruments of trade policy-tariff and quotas-merits and demerits.	21
Unit III	Euro Currency Market – GATT – WTO, World Bank and IMF – Functions.	21
Unit IV	Introduction – Globalization: Concepts – Levels – causes- issues and concerns. MNC's reasons for growth of MNC'S- Types – Problems-Benefits	21
Unit V	Foreign exchange – Theories of foreign exchange – administration of foreign exchange –Rate determination – Factors influencing fluctuations in foreign exchange – Exchange control in India	21
Total contact Hrs/Semester		105
Text books		
1.Francis cherunilam-International trade and export management		
Reference Books		
1.B.M.Mithani-Money banking international trade and public finance		
2.T.A.S.Balagobal-Export management		
3.Francis cherunilam-International business.		

Department	E.COMMERCE	
Course	B.com E-Commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC28	Title: Java Programming	Semester: VI
Hrs/week: 4		Credit:3
Objectives	This course enables the students to create Application Oriented Programming using Java and to upgrade the students in developing net based business applications and after the successful completion of the course the student must design an application in Java.	
Unit	Content	Hrs
Unit I	Introduction to Java - Java Program Structure – Java Tokens – Java Statements – Implementing Java Program – Command Line Arguments - Constants – Variables – Data types – Type Casting – Operators : Arithmetic – Relational – Logical – Assignment – Increment – Decrement – Conditional – Bitwise – Special.	12
Unit II	Decision Making and Branching statements – Decision Making and Looping Statements – Classes, Objects and Methods : Defining a Class – Adding Variables – Adding Methods – Creating Objects – Accessing Class Members – Constructors – Method Overloading – Inheritance – Overriding of Methods – Final Variables, Methods and Class – Abstract Methods and Class – Visibility Control : Public – Friendly – Protected – Private (Simple Concepts).	12
Unit III	Arrays : One-Dimensional Array – Two-Dimensional Array – String : String Arrays – String Methods – String Buffer Class - Interfaces (Multiple Inheritance) : Defining Interfaces – Extending Interfaces – Implementing Interface – Packages : System Packages – Using System Packages – Creating, Accessing and Using a Package – Adding a Class to a Package – Hiding Classes.	12

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Unit IV	Multithreaded Programming: Creating Threads – Extending the Thread Class – Stopping and Blocking Thread – Life Cycle of a Thread – Using Thread Methods – Implementing the ‘Runnable’ Interface (Simple Concepts). Managing Errors and Exceptions: Types of Errors – Exceptions – Syntax of Exception Handling Code	12
Unit V	Applet Programming : Applets – Difference between Applet and Application Preparing to Write Applets – Building Applet Code – Applet Life Cycle – Creating Executable Applet – Applet Tag – Adding Applet to HTML File – Running the Applet – Aligning the Display – Getting Input from User - Managing Input/Output Files in Java : Stream Concept – Stream Classes – Other I/O Classes – Creating Files – Reading/Writing Characters, Bytes. (Only Simple Concepts)	12
Total contact Hrs/Semester		60
Text Books 1. E.Balagurusamy, 2013 “Programming with Java - A Primer”, Tata Mc Graw – Hill Publishing Company Limited, New Delhi.		
Reference Books 1. Cay S. Horstmann, 2013 “Core Java- Volume I” Fundamentals 9th Edition, Pearson. 2. LianG, 2013 “Introduction to Java Programming”, Comprehensive Version 7th Edition, Pearson.		

Department	E.COMMERCE	
Course	B.com E-Commerce	Effective from the year: 2014 onwards
Subject code: 14 UEC29	Title: Programming Lab.VI: Java	Semester: VI
Hrs/week: 4		Credit:2
Objectives	To develop the business applications oriented programmes related java.	
Content		
1. Program to generate a Pascal Triangle. 2. Program for roots of a Quadratic Equation. 3. Program for merging two sorted arrays. 4. Program for counting letter frequencies in a given string. 5. Program for Multithreading. 6. Program for preparing mark list using inheritance. 7. Program for Multiple inheritance. 8. Program for creating your own package. 9. Program that counts the number of lines, words and characters in a given text file. 10. Program that right-justifies a text file. 11. Program that display a digital clock using applet. 12. Program that generates a human face using applet. 13. Create an applet containing three buttons labeled red, green and blue. Depending on the button pressed, the background color of the applet should change. 14. Create an applet that accepts two numbers in two text fields. Add a button labeled “Equals” which when pressed should add the two numbers and display the result in the third text file.		
Total contact Hrs/Semester		60

Department	E-COMMERCE	
Course	B.Com E-Commerce	Effective from the year:2011
Subject code: 14UECNA2	Title: Applications of E-Commerce	Semester:IV
Hrs/week:1		Credit:2
Objectives	To enable the students to understand the technology of e-Commerce for Business Applications.	
Unit	Content	Hrs
Unit I	E-Commerce – Definition – Features of E-Commerce – Need for E-Commerce – Essential requirements of E-commerce.	3
Unit II	E-Commerce opportunities in India – teleshopping – E-commerce education and training – Advantages and disadvantages.	3
Unit III	Mobile Commerce – Wireless Application – Technologies for Mobile commerce – Wireless Access Protocols(WAP)- Advantages and limitations.	3
Unit IV	Electronic data interchange - Benefits – EDI legal,security and privacy issues – EDI Software implementation –Advantages and limitations.	3
Unit V	E-commerce security – Need for security – Cyber crimes – E-commerce – SSL – Digital certificates – Firewalls – Software.	3
Total contact Hrs/Semester		15
Text Books 3. Ravi Kalakota & Andrew B. Whinston, “Frontiers of Electronic Commerce”, Dorling Kindersley (India) Pvt.Ltd-2006. 2. Dr.C.S.Rayudu, ”E-Commerce &E-Business” ,Himalaya Publishing House, New Delhi, 2004.		
Reference Books 1.Bharat Bhasker, “Electronic Commerce”, Tata Mc Graw Hill Publishing Co Ltd, New Delhi-2006. 2.Daniel Minoli & Emma Minoli “Web Commerce Technology Handbook”, TataMcGraw Hill Publishing, New Delhi,2002 3.Bajaj & Nag, “E-commerce” , Tata MCGraw Hill ,New delhi, 2002		

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Unit V	Recent Developments in Banking- E-Banking Meaning and definition- Mobile Banking, On-line Banking-Traditional Banking Vs E-Banking- Facets of E-Banking- Advantages and Disadvantages -E-Cheque - Electronic delivery channels (Debit Card, Debit Card etc).	2
Total contact Hrs/Semester		105

Text Books:

1. Natarajan & Gordon : Banking Theory and Practice , Himalaya Publications
2. Reddy & Appanniah : Banking Theory and Practice

Reference Books

1. Natarajan S & Parameswaran R (2010) , Indian Banking ,S Chand Publications, New Delhi

DEPARTMENT OF E-COMMERCE		
Course		Effective from the year:
Subject code: 14UECNA2	Title : E-BANKING	Semester : III
Hrs/Week:1		
Objectives		
Unite	content	Hrs
Unite I	Technology in Banking – Need for innovation in banking – Benefits – Issues involved in technology – orientation of banks.	3
Unite II	Computer technology in banks: Brief history of computers of early computers – Generations of computers – Uses of computers.	3
Unite III	Software : Need for software – What is software? Types of software – wallet application.	3
Unite IV	Technology based products in banking – ATMs – Home Banking MICR cheques Electronic Funds Transfer (EFTs)	3
Unite V	Internet Banking – Consumer Credit Cards, Farm Credit Cards, Investment Counseling, 24x7 banking and other services.– Security considerations.	3
	Total	15
BOOKS RECOMMENDED		
1. Bajwa K.S. - Bank Mechanisation, Skylark publications. 2. Srivatsava - Computer applications in Banks, BTC, RBI. 3. Sanjay Soni and Vinayak aggarwal - Computers and banking sultan cohand & Sons.		

Course		Effective from the year:
Subject code: 14UECNB2	TITLE :FUNDAMENTALS OF E-COMMERCE	Semester : IV
Hrs/Week:1		
Objectives		
Unite	content	Hrs
Unite I	Foundation of electronic Commerce :- Definition and content of the field –Benefits and Limitations of EC Retailing in EC.	3
Unite II	Business models of E – marketing – Aiding comparison shopping - The impact of EC on Traditional Retailing System.	3
Unite III	Advertisement: Advertisement Methods – Advertisement Strategies –Push Technology and Intelligent – Online Catalogs.	3
Unite IV	Internet and Extranet - Architecture of Intranet and External :- Applications of Intranet and Extranet.	3
Unite V	Business – to – Business Electronic Commerce : Characteristics of B2B EC- Model– Using the Buyer’s Internal Market Place – Supplier and Buyer Oriented Marketplace.	3
	Total	15
Reference Books :- 1. Efraim turbun, jae lee, david king, h. Michael chung 2. “electronic commerce – a managerial - perspective , 3. pearson education asis – 2000.		