

FULL TIME GRADUATE PROGRAMME

BBA-E Commerce

THREE YEAR FULL TIME BACHELOR'S DEGREE PROGRAMME



**MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM AND
COMMUNICATION, BHOPAL**

Makhanlal Chaturvedi Rashtriya Patrakarita Evam Sanchar Vishwavidhlaya, Bhopal
(DEPARTMENT OF ADVERTISING AND PUBLIC RELATIONS)

BBA E-COMMERCE

	No.	CORE COURSES (Compulsory) (CCC) (6 Credits Each)	Core Course (Elective) (CCE) (6 Credit, Any One)	Ability Enhancement Course (AEC) (3 Credits)	Skill Enhanceme nt Course (SEC) (3 Credit)	Open Elective (3 Credits Each)
SEM 1	CCC-1	Science of Communication		AEC-1 Communicative English and Hindi		OE-1 Business Mathematics OE-2 Business Communica on OE-3 Indi an Banking System OE-4 Retail Managemen t OE-5 Consumer Behavior OE-6 Customer Relationship Managemen t OE-7 Business Environmen t OE-8 Managemen Science OE-9 Corporate Communica on, Advertising & PR OE-10 Even Managemen t
	CCC-2	Commerce and E-commerce				
	CCC-3	Economics				
SEM 2	CCC-4	Principles and Practices of Management		AEC-2 Environmental Studies		
	CCC-5	Basic Accountancy				
	CCC-6	Internet and E-commerce				
SEM 3	CCC-7	Business Laws and Ethics	CCE-1 Business Organization OR CCE-2 Statistics		SEC-1 Financial Management	
	CCC-8	Network Infrastructure for E-Commerce				
SEM 4	CCC-9	Marketing Management	CCE-3 Introduction to Networking OR CCE-4 Human Resource Management		SEC-2 Cost and Management Accounting	
	CCC-10	Organizational Behavior				
SEM 5	CCC-11	Research Methodology	CCE-5 E- Commerce Technologies OR CCE-6 Brand Management		SEC-3 Entrepreneurs hip and Small Business Management	
	CCC-12	International Trade				
SEM 6	CCC-13	Project-I	CCE-7 Management Information System		SEC-4 Database Management System	
	CCC-14	Project-II				


विभागाध्यक्ष
विज्ञापन एवं जनसम्पर्क विभाग
माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार
विश्वविद्यालय, भोपाल

BBA E-COMMERCE (Sem-1)

3 YEARS (SIX SEESTER) GRADUATE PROGRAME – MARKS SCHEME (CBCS PATTERN)

S.No.		Subject	Theory	Internal	Practical	Total
1.	CCC-1	Science of Communication	80	20	-	100
2.	CCC-2	Commerce and E-commerce	80	20	-	100
3.	CCC-3	Economics	80	20	-	100
4.	AEC-1	Communicative English and Hindi	40	10	-	50
5.	OE (any one)	OE-1 Business Mathematics	40	10	-	50
		OE-2 Business Communication	40	10	-	50
		OE-3 Indian Banking System	40	10	-	50
		OE-4 Retail Management	40	10	-	50
		OE-5 Consumer Behavior	40	10	-	50
		OE-6 Customer Relationship Management	40	10	-	50
		OE-7 Business Environment	40	10	-	50
		OE-8 Management Science	40	10	-	50
		OE-9 Corporate Communication, Advertising & PR	40	10	-	50
		OE-10 Event Management	40	10	-	50

CCC - CORE COURSES Compulsory (6 Credits Each)

CCE – CORE COURSES (Elective) (CCE) (6 Credit, Any One)

AEC - Ability Enhancement Course (AEC) (3 Credits)

SEC - Skill Enhancement Course (SEC) Elective (3 Credit)

OE – Open Elective (3 Credits Each)


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BBA E-COMMERCE (Sem-2)

S.No.		Subject	Theory	Internal	Practical	Total
1.	CCC-4	Principles and Practices of Management	80	20	-	100
2.	CCC-5	Basic Accountancy	80	20	-	100
3.	CCC-6	Internet and E-commerce	80	20	-	100
4.	AEC-2	Environmental Studies	40	10	-	50
5.	OE (any one)	OE-1 Business Mathematics	40	10	-	50
		OE-2 Business Communication	40	10	-	50
		OE-3 Indian Banking System	40	10	-	50
		OE-4 Retail Management	40	10	-	50
		OE-5 Consumer Behavior	40	10	-	50
		OE-6 Customer Relationship Management	40	10	-	50
		OE-7 Business Environment	40	10	-	50
		OE-8 Management Science	40	10	-	50
		OE-9 Corporate Communication, Advertising & PR	40	10	-	50
		OE-10 Event Management	40	10	-	50

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BBA E-COMMERCE (Sem-3)

S.No.		Subject	Theory	Internal	Practical	Total
1.	CCC-7	Business Laws and Ethics	80	20	-	100
2.	CCC-8	Network Infrastructure for E-Commerce	80	20	-	100
3.	CCE (any one)	CCE-1 Business Organization OR CCE-2 Statistics	80	20	-	100
4.	SEC	SEC-1 Financial Management	40	10	-	50
5.	OE (any one)	OE-1 Business Mathematics	40	10	-	50
		OE-2 Business Communication	40	10	-	50
		OE-3 Indian Banking System	40	10	-	50
		OE-4 Retail Management	40	10	-	50
		OE-5 Consumer Behavior	40	10	-	50
		OE-6 Customer Relationship Management	40	10	-	50
		OE-7 Business Environment	40	10	-	50
		OE-8 Management Science	40	10	-	50
		OE-9 Corporate Communication, Advertising & PR	40	10	-	50
		OE-10 Event Management	40	10	-	50

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BBA E-COMMERCE (Sem-4)

S.No.		Subject	Theory	Internal	Practical	Total
1.	CCC-9	Marketing Management	80	20	-	100
2.	CCC-10	Organizational Behavior	80	20	-	100
3.	CCE (any one)	CCE-3 Introduction to Networking OR CCE-4 Human Resource Management	80	20	-	100
4.	SEC	SEC-2 Cost and Management Accounting	40	10	-	50
5.	OE (any one)	OE-1 Business Mathematics	40	10	-	50
		OE-2 Business Communication	40	10	-	50
		OE-3 Indian Banking System	40	10	-	50
		OE-4 Retail Management	40	10	-	50
		OE-5 Consumer Behavior	40	10	-	50
		OE-6 Customer Relationship Management	40	10	-	50
		OE-7 Business Environment	40	10	-	50
		OE-8 Management Science	40	10	-	50
		OE-9 Corporate Communication, Advertising & PR	40	10	-	50
		OE-10 Event Management	40	10	-	50


CCC - CORE COURSES Compulsory (6 Credits Each)

CCE – CORE COURSES (Elective) (CCE) (6 Credit, Any One)

AEC - Ability Enhancement Course (AEC) (3 Credits)

SEC - Skill Enhancement Course (SEC) Elective (3 Credit)

OE – Open Elective (3 Credits Each)


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BBA E-COMMERCE (Sem-5)

S.No.		Subject	Theory	Internal	Practical	Total
1.	CCC-11	Research Methodology	80	20	-	100
2.	CCC-12	International Trade	80	20	-	100
3.	CCE (any one)	CCE-5 E- Commerce Technologies OR CCE-6 Brand Management	50 80	20 20	30 -	100 100
4.	SEC	SEC-3 Entrepreneurship and Small Business Management	40	10	-	50
5.	OE (any one)	OE-1 Business Mathematics	40	10	-	50
		OE-2 Business Communication	40	10	-	50
		OE-3 Indian Banking System	40	10	-	50
		OE-4 Retail Management	40	10	-	50
		OE-5 Consumer Behavior	40	10	-	50
		OE-6 Customer Relationship Management	40	10	-	50
		OE-7 Business Environment	40	10	-	50
		OE-8 Management Science	40	10	-	50
		OE-9 Corporate Communication, Advertising & PR	40	10	-	50
		OE-10 Event Management	40	10	-	50

CCC - CORE COURSES Compulsory (6 Credits Each)

CCE – CORE COURSES (Elective) (CCE) (6 Credit, Any One)

AEC - Ability Enhancement Course (AEC) (3 Credits)

SEC - Skill Enhancement Course (SEC) Elective (3 Credit)

OE – Open Elective (3 Credits Each)


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BBA E-COMMERCE (Sem-6)

S.No.		Subject	Project Evaluation	Internal	Viva	Total
1.	CCC-13	Project-I (6 Credit)	50	20	30	100
2.	CCC-14	Project-II (6 Credit)	50	20	30	100
S.No.		Subject	Theory	Internal	Practical	Total
3.	CCE	CCE-7 Management Information System	80	20	-	100
4.	SEC	SEC-4 Database Management System	40	10	-	50
5.	OE (any one)	OE-1 Business Mathematics	40	10	-	50
		OE-2 Business Communication	40	10	-	50
		OE-3 Indian Banking System	40	10	-	50
		OE-4 Retail Management	40	10	-	50
		OE-5 Consumer Behavior	40	10	-	50
		OE-6 Customer Relationship Management	40	10	-	50
		OE-7 Business Environment	40	10	-	50
		OE-8 Management Science	40	10	-	50
		OE-9 Corporate Communication, Advertising & PR	40	10	-	50
		OE-10 Event Management	40	10	-	50

CCC - CORE COURSES Compulsory (6 Credits Each)

CCE – CORE COURSES (Elective):(CCE) (6 Credit, Any One)

AEC - Ability Enhancement Course (AEC) (3 Credits)

SEC - Skill Enhancement Course (SEC) Elective (3 Credit)

OE – Open Elective (3 Credits Each)


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BBA- E-COMMERCE

SEMESTER - 1


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BBA- E-COMMERCE**First Semester
Marks Distribution**

No.	Name of Subject	Credits	Total
CCC-1	Core Course (Compulsory)	6	100
CCC-2	Core Course (Compulsory)	6	100
CCC-3	Core Course (Compulsory)	6	100
AEC	Ability Enhancement (Any One)	3	050
OE	Open Elective (Any One)	3	050
	Total	24	400


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BBA E-COMMERCE

	No.	CORE COURSES (CCC) Compulsory (6 Credits Each)	Elective (Soft Core) Discipline Specific (CCE) (6 Credit, Any One)	Ability Enhanceme nt Compulsory Course (AEC) (3 Credits)	Skill Enhanceme nt Course (SEC) Elective (3 Credit)	Open Elective (3 Credits Each)
SEM 1	CCC-1	Science of Communication		AEC-1 Communicati ve English and Hindi		OE-1 Business Mathematics OE-2 Business Communicati on OE-3 Indian Banking System OE-4 Retail Management OE-5 Consumer Behavior OE-6 Customer Relationship Management OE-7 Business Environment OE-8 Management Science OE-9 Corporate Communicati on, Advertising & PR OE-10 Event Management
	CCC-2	Commerce and E-commerce				
	CCC-3	Basic Economics				


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**BBA-E-Commerce First Semester
CCC1- Science of Communication**

Unit-1	Human Communication and Socialization	L	T	P	T
1.1	Evolution of Social groups and organic structure of society	2	1	-	3
1.2	Essentiality of communication in social groups.	1	1	-	2
1.3	Concept, definitions and elements of Human Communication	2	1	-	3
1.4	Functions of communication and socialization	3	1	-	4
1.5	Role of communication in socialization.				

Unit-2	Types Of Communication	L	T		T
2.1	Process & Elements of Communication	2	2	-	4
2.2	Intrapersonal communication & Interpersonal Communication	2	2	-	4
2.3	Group communication and Public Communication	2	1	1	4
2.4	Mass Communication	2	1	-	3
2.5	Verbal, Non-verbal communication, Oral & Written communication	4	-	-	4

Unit-3	Communication and Listening Skills	L	T	P	T
3.1	Visual communication	2	1	1	4
3.2	Signs, symbols and code systems	1	1	1	3
3.3	Communication skills, Listening-importance and art of developing listening skills	2	2	-	4
3.4	Barriers in Communication	2	1	1	4
3.5	Dress Codes, mannerism, accent and etiquettes.	2	1	1	4

Unit-4	Models of Communication	L	T	P	T
4.1	Lasswell Model, Wilbur Schramm's participatory model of Communication	2	1	-	3
4.2	Osgood's model of communication	1	1	-	2
4.3	Dance model of communication	1	1	-	2
4.4	Communication Flows : One step, two step, Multi step Flow of Communication	2	1	1	4
4.5	Indian Perspective of Communication.	4	-	-	4

Unit-5	Communication Technologies	L	T	P	T
5.1	Mass Communication, Concept, process, types & role	3	1	-	4
5.2	Public opinion, Propaganda, Public sphere, Publicity	3	1	-	4
5.3	Communication Technologies	2	-	2	4
5.4	Mass Media : Print , Electronic, New Media	3	1	-	4
5.5	Strength and Weaknesses of Mass Media.	2	1	-	3

**BBA-E-Commerce First Semester
CCC2-Commerce and E-Commerce**

Unit-1	Industry & Commerce	L	T	P	T
1.1	Classification of Business activities-Industry & Commerce	2	1	-	3
1.2	Industry & its types	1	1	-	2
1.3	Commerce-trade & its auxiliaries	2	1	-	3
1.4	Types of Trade	2	1	-	3
1.5	Forms of Business organization	3	1	-	4

Unit-2	Technology in E-Commerce	L	T	P	T
2.1	E-Commerce- An Introduction, Concept, Advantages and Disadvantage	2	1	-	3
2.2	Technology in E-Commerce, Benefits and Impact of E-Commerce				
2.3	Difference between E-Commerce and E-Business	1	1	1	3
2.4	Models of E-Commerce	2	-	2	4
2.5	Limitations of E-Commerce	1	1	-	2

Unit-3	Electronic payment System	L	T	P	T
3.1	Electronic payment System-Introduction	1	1	1	3
3.2	Types of Electronic Payment Systems	2	1	-	3
3.3	Smart Cards and Electronic Payment Systems	1	-	1	2
3.4	Credit Card-Based Electronic Payment Systems	1	-	1	2
3.5	Risk and Electronic Payment Systems.	1	1	2	4

Unit-4	Introduction to E- Security	L	T	P	T
4.1	E-Security Network and Web Site Risk for E-Business	2	2	-	4
4.2	Information Technology Act. 2000 and its Highlights.				
4.3	E-Security, Firewalls, Electronic Market and E-Shopping	2	1	1	4
4.4	Introduction to Security, Types of Securities	2	2	-	4
4.5	Security Tools and Network Security	2	2	-	4

Unit-5	E- Governance and E-Democracy	L	T	P	T
5.1	E-Governance, E-democracy, Government Efforts to Encourage E-Governance.	2	2	-	4
5.2	Privacy and Security Issues, Information Security Management	2	1	1	4
5.3	Applications in Governance and E-Government, Government-to-business Model	1	2	-	3
5.4	E-Governance Models	2	1	1	4
5.5	Cyber Crime & Laws	2	1	-	3

**BBA-E-Commerce First Semester
CCC3 – Basic Economics**

Unit-1	Introduction to Economics	L	T	P	T
1.1	Meaning, Nature and Scope of Business Economics – Micro and Macro	2	1	-	3
1.2	Basic Economic Problems	1	3	1	4
1.3	Market forces in solving economic problems.	2	2	-	4
1.4	Circular Flow of Income and Expenditure	2	1	1	4

Unit-2	Demand & Supply	L	T	P	T
2.1	Concept of Demand	2	3	-	4
2.2	Elasticity of Demand and their types.	2	1	-	3
2.3	Revenue Concepts - Total Revenue, Marginal Revenue, Average Revenue	4	-	-	4
2.4	Relationship between Total Revenue, Marginal Revenue, Average Revenue	2	2	-	4

Unit-3	Cost Analysis	L	T	P	T
3.1	Accounting Costs and Economic Costs	2	1	-	3
3.2	Short Run Cost Analysis : Fixed, Variable and Total Cost Curves,	2	1	1	4
3.3	Average and Marginal Costs	2	1	1	4
3.4	Long Run Cost Analysis : Economies and Diseconomies of Scale	4	-	-	4

Unit-4	National Income	L	T	P	T
4.1	National Income and It's Related Concepts	2	2	-	4
4.2	Its Measurement & Analysis	2	1	1	4
4.3	Perfect Competition- Equilibrium of Firm and Industry under Perfect Competition	3	1	-	4
4.4	Monopoly- Price Determination under Monopoly	2	1	-	3
4.5	Monopolistic Competition - Price and Output Determination under Monopolistic Competition.	1	1	1	3

Unit-5	Theory of Distribution	L	T	P	T
5.1	Marginal Productivity Theory of Distribution	2	1	1	4
5.2	Rent : Modern Theory of Rent	2	1	-	3
5.3	Wages : Wage Determination under Imperfect Competition - Role of Trade Union and Collective Bargaining in Wage Determination	2	2	-	4
5.4	Interest : Liquidity Preference Theory of Interest	2	1	-	3
5.5	Profits : Dynamic, Innovation, Risk - Bearing and Uncertainty - Bearing Theories of Profits	3	1	-	4

BBA-Ecommerce, First Semester
AEC1 - Communicative English and Hindi

Unit-1	Language Skills and Presentation	L	T	P	T
1.1	Speaking Skills and Presentation; Presentation Design and Delivery.	2	-	1	3
1.2	Monologue Dialogue, Group Discussion.	3	-	-	3
1.3	Effective Communication/ Mis-Communication.	5	-	-	5
1.4	Interview, Public Speech.	3	-	2	5
1.5	Effective Writing, Report Writing, Resume, Circular, Notice and letter Writing.	2	-	1	3

Unit-2	Reading and Understanding	L	T	P	T
2.1	Importance of English as a vehicle of Spoken and written Communication.	3	-	-	3
2.2	Close Reading Comprehension Summary Paraphrasing Analysis and Interpretation.	2	-	1	3
2.3	Translation (from Indian language to English and vice-versa).	3	-	2	5
2.4	Introduction to Articles of eminent Indian authors.	3	-	2	5
2.5	Short Stories of eminent Indian authors.	-	-	-3	3

Unit-3	हिन्दी भाषा का परिचय	L	T	P	T
3.1	भाषा की विकास यात्रा।	3	-	-	3
3.2	हिन्दी भाषा की संवैधानिक स्थिति: समस्याएँ और समाधान।	3	-	-	3
3.3	भाषा: विभिन्न बोलियाँ व स्वरूप।	2	-	3	5
3.4	भाषा परिवार और भारतीय भाषाएँ।	2	-	3	5
3.5	वर्तमान संदर्भों में हिन्दी की उपादेयता।	3	-	-	3

Unit-4	भाषा	L	T	P	T
4.1	शब्दों की संस्कृति एवं उनका इतिहास। भाषा एवं संस्कृति। भाषा एवं समाज।	2	-	1	3
4.2	हिंदी में शब्द संरचना एवं उसके प्रयोगों की विशेषताएँ।	2	-	1	3
4.3	संधि, समास, उपसर्ग, प्रत्यय, पर्यायवाची, विलोमार्थी, अनेकार्थक, समूहार्थक शब्द (व्यावहारिक, व्याकरण केवल परिचयात्मक)।	2	-	3	5
4.4	वाक्य, रचना एवं प्रकार।	3	-	2	5
4.5	वाक्य रचना के कारक, वाक्य रचना की सामान्य विधियाँ।	1	-	2	3

Unit-5	अनुवाद	L	T	P	T
5.1	अनुवाद का अर्थ और परिभाषा।	3	-	-	3
5.2	अनुवाद के प्रकार।	2	-	1	3
5.3	अनुवाद के उपकरण एवं समस्या।	3	-	2	5
5.4	भाव तथा प्रभाव के आधार पर अनुवाद एवं लेख।	2	-	3	5
5.5	अनुवाद Hindi to English and English to Hindi.	-	-	3	3

Suggested Readings:

- Pathway to Greatness : APJ Abdul kalam, अनुवाद विकास एवं संप्रेषण : डॉ. हरिमोहन
- Wise and Otherwise: Sudha Murthy, अनुवाद कला सिद्धांत और प्रयोग : डॉ. कैलाश भाटिया
- The Serpents Revenue: Sudha Murthy, व्यावहारिक हिंदी : डॉ. माखेन्द्र पाठक
- World Myths and Legends : Anita Nair, परिष्कृत हिंदी व्याकरण : बदरीनाथ
- The Mother I Never Knew: Sudha Murthy, अच्छी हिंदी : रामचंद्र वर्मा
- The Jungle Book : R Kipling, प्रेम चन्द्र एवं जयशंकर प्रसाद की कहानियाँ
- Malgudi Days : R K Narayana
- Collected Stories : The Adventure of Rusty Ruskin Bond


 विभागाध्यक्ष
 विज्ञापन एवं जनसम्पर्क विभाग
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BBA- E-COMMERCE

SEMESTER - 2


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विश्वविद्यालय, भोपाल

BBA- E-COMMERCE**Second Semester
Marks Distribution**

No.	Name of Subject	Credits	Total
CCC-1	Core Course (Compulsory)	6	100
CCC-2	Core Course (Compulsory)	6	100
CCC-3	Core Course (Compulsory)	6	100
AEC	Ability Enhancement (Any One)	3	050
OE	Open Elective (Any One)	3	050
	Total	24	400

विभाग अध्यक्ष
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**Makhanlal Chaturvedi Rashtriya Patrakarita Evam Sanchar Vishwavidhlaya , Bhopal
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BBA E-COMMERCE

	No.	CORE COURSES (CCC) Compulsory (6 Credits Each)	Elective (Soft Core) Discipline Specific (CCE) (6 Credit, Any One)	Ability Enhanceme nt Compulsory Course (AEC) (3 Credits)	Skill Enhanceme nt Course (SEC) Elective (3 Credit)	Open Elective (3 Credits Each)
SEM 2	CCC-4	Principles and Practices of Management		AEC-2 Environment al Studies		OE-1 Business Mathematics OE-2 Business Communication OE-3 Indian Banking System OE-4 Retail Management OE-5 Consumer Behavior OE-6 Customer Relationship Management OE-7 Business Environment OE-8 Management Science OE-9 Corporate Communication, Advertising & PR OE-10 Event Management
	CCC-5	Basic Accountancy				
	CCC-6	Internet and E-commerce				


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BBA-Ecommerce, Second Semester
CCC4 - Principles and Practices of Management

Unit-1	Concept of Management	L	T	P	T
1.1	Management thoughts: the Classical School, The Human Relations School.	2	1	-	3
1.2	Henry Fayol's Principles of Management.	2	1	-	3
1.3	System theory and Contingency Management	2	1	-	3
1.4	Functions and Responsibilities of Management	2	1	-	3
1.5	Developing Excellent Managers.	1	1	-	2

Unit-2	Functional areas of Management	L	T	P	T
2.1	Planning: Meaning, features, nature and importance of planning.	2	1	-	3
2.2	Purpose and Procedure,	1	1	-	2
2.3	Principles of planning,	1	1	-	2
2.4	Types of planning and it's Techniques	2	1	-	3
2.5	Planning and Control	2	1	-	3
2.6	Management by Objective (MBO), benefits and weaknesses of MBO.	3	-	1	4

Unit-3	Organizing	L	T	P	T
3.1	Nature and Purpose of Organizing,	2	1	-	3
3.2	Bases of Departmentation.	2	1	-	3
3.3	Authority and responsibility	2	1	-	3
3.4	Delegation: Bases of Delegation, Kind of delegation	2	1	-	3
3.5	Centralization and Decentralization, Methods of Decentralization.	2	1	-	3

Unit-4	Staffing	L	T	P	T
4.1	Staffing - Nature and Purpose	2	1	-	3
4.2	Selection, PA and Career planning	2	2	-	4
4.3	Directing: Nature of directing	2	1	-	3
4.4	Leadership qualities and Styles	2	2	-	4
4.5	Motivation – Morale and Discipline.	2	2	-	4


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विश्वविद्यालय, भोपाल

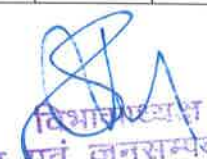
Unit-5	Controlling	L	T	P	T
5.1	Concept and Process of Control.	2	1	-	3
5.2	Controlling Techniques.	2	1	1	4
5.3	Human Aspects of Control	2	2	-	4
5.4	Role of information in control- Performance standard, Measurement of performance, Remedial act and Integrated control system in an Organization.	2	1	-	3
5.5	Control as a feedback system, Feed forward Control, Preventive Control, Profit and loss Control, Control through Return on Investment,	2	1	-	3
5.6	The use of Computer in Controlling & Decision making	2	1	-	3


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BBA-Ecommerce, Second Semester
CCC5- Basic Accountancy

Unit-1	Introduction	L	T	P	T
1.1	Definition, objectives, need for and development of Accounting; Bookkeeping and accounting; Users of Accounting Information; Branches of accounting.	3	2	-	5
1.2	Accounting Standards-Concepts, objectives, benefits, Brief review of Accounting Standards in India	2	2	-	4
1.3	Accounting Policies, Accounting as a measurement discipline, Valuation Principles, accounting estimates.	2	1	-	3
1.4	Financial Accounting-definition and Scope, Objectives of Financial Accounting	2	1	-	3
1.5	Accounting v/s Book Keeping Terms used in Accounting, Users of Accounting Information and Limitations of Financial Accounting.	2	1	1	4

Unit-2	Conventions and Concepts	L	T	P	T
2.1	Identification of Transactions; Golden Rule of Accountancy; Accounting Cycle; Journals, Ledgers; Cash Book; Trial Balance- Bank Reconciliation Statements	2	2	-	4
2.2	Explanation of different terms (principle, concept, postulate, convention etc.); Generally Accepted Accounting Principles (GAAP); Important accounting concepts: proprietary, entity, fund, money measurement, accounting period, going concern, dual aspect, matching, balance sheet equation.	2	1	-	3
2.3	Important accounting conventions or doctrines: disclosure, materiality, consistency, comparability, conservatism, objectivity, historical cost.	2	1	-	3
2.4	Meaning and Different Concepts and Causes of Depreciation; Methods of accounting for depreciation - Straight Line Method and Written Down Value method; Change in the method of Charging depreciation and provisioning for depreciation.	2	1	-	3
2.5	Concept of bad debt, Accounting for bad debt and provision for bad debt, Distinction between reserve and provisions.	2	1	-	3


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Unit-3	Preparation of final accounts	L	T	P	T
3.1	Preparation of Final Accounts (exclusive for companies); Preparation of Profit and Loss Account and its sub-division-Manufacturing Account and Trading Account.	2	2	-	4
3.2	Preparation of Balance Sheet; Accounting for Non-trading Institutions.	2	1	-	3
3.3	Company Final Accounts	2	1	-	3
3.4	Important provisions of Companies Act, 1956 in respect of preparation of Final Accounts.	1	1	-	2
3.5	Understanding of final accounts of a Company. Preparation of final accounts of Joint stock companies and Overview of Indian and International accounting standards.	2	1	1	4

Unit-4	Partnership Accounts:	L	T	P	T
4.1	Partnership Accounts: Concepts, Profit and Loss Appropriation Account, Capital Accounts, Current Accounts and Admission and Retirement of a Partner.	2	1	1	4
4.2	Dissolution of Partnership	2	1	-	3
4.3	Provisions of Company law regarding maintenance of accounts of a Ltd. Company; Format under Schedule VI; Accounting for Fresh issue.	2	1	-	3
4.4	Various types and classification of cost; Main elements of cost; Analysis of total cost; Cost Sheet.	2	1	1	4

Unit-5	Computerized Accounting:	L	T	P	T
5.1	Computers and It's Financial application	2	1	-	3
5.2	Accounting Software packages	2	1	1	4
5.3	Accounting for Retail Business	1	1	-	2
5.4	Accounting and Taxation	2	1	1	4
5.5	Income Tax	3	2	2	1


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**BBA-Ecommerce, Second Semester
CCC6- Internet & E-Commerce**

Unit-1	Internet	L	T	P	T
1.1	Internet: Evolution, Internet Vs Intranet.	2	-	-	2
1.2	Growth of Internet, ISP, Connectivity - Dial-up, Leased line, Broadband VSAT etc.	4	-	-	4
1.3	Domain names, Portals, Applications of Internet.	4	-	-	4
1.4	E-Mail: Concepts, POP and WEB Based E-mail, SMTP and other Email protocols	3	-	1	4
1.5	Communication Services : Blogs, Social Networking Sites, Message Board, Internet chatting -Voice chat, text chat, Video Chat etc.	2	-	2	4

Unit-2	Transmission Protocols	L	T	P	T
2.1	Need of Data Transmission Protocols, Client/Server Architecture & its Characteristics.	4	-	-	4
2.2	FTP & its usages. Telenet and Remote Logging Concept.	4	-	-	4
2.3	TCP/IP Protocol and its usage.	3	-	1	4
2.4	Working principle of HTTP.	2	-	1	3

Unit-3	WORLD WIDE WEB (WWW)	L	T	P	T
3.1	WORLD WIDE WEB (WWW) - History, Working, Web Browsers and Its functions, Concept of Search Engines.	3	-	-	3
3.2	Web publishing Concepts, Domain name Registration, Space on Host Server for Web site, Selecting Web Servers.	2	-	-	2
3.3	Creating Web Pages using HTML, HTML editors, Elements of HTML syntax, Head & Body Sections, Inserting texts, Images, Hyperlinks, Backgrounds and Color controls.	4	-	-	4
3.4	HTML: Table layout and presentation, Use of font size & Attributes List types and its tags. Use of Frames and Forms in web pages.	4	-	-	4
3.5	Issues in Web site creations & Maintenance, FTP software for uploading a Website.	2	-	-	2


विभागाध्यक्ष
विज्ञापन एवं जनसम्पर्क विभाग
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Unit-4	E-Commerce	L	T	P	T
4.1	E-Commerce: Introduction, Concepts, Different models of E-commerce	4	-	-	4
4.2	Internet & E-business, Advantage of E-Commerce.	3	-	-	3
4.3	E-Commerce Applications - Business to Consumer (B2C), consumer to Consumer (C2C), Business to Business (B2B)	3	-	-	3
4.4	Types of E-Commerce - : Tangible goods, Digital goods, Services.	3	-	-	3
4.5	Technology in E-Commerce.	4	-	-	4

Unit-5	E-governance	L	T	P	T
5.1	E-governance and its Importance, e-governance services.	4	-	-	4
5.2	Introduction to E-Commerce payment systems, Transaction Systems.	3	-	1	4
5.3	Security issues in E-Commerce platforms. Awareness and precautions for security threats.	4	-	-	4
5.4	Ethical, Social and Political Issues in E-Commerce.	3	-	-	3


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 विश्वविद्यालय, भोपाल

**BBA-Ecommerce, Second Semester
AEC2- Environmental Studies**

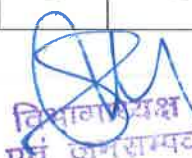
Unit-1	The Multidisciplinary nature of environmental studies and Natural resources.	L	T	P	T
1.1	Definition; Scope and importance, Need for public awareness. Natural resources and associated problems. Forest resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.	4	-	-	4
1.2	Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.	4	-	-	4
1.3	Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.	4	-	-	4
1.4	Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies.	4	-	-	4
1.5	Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.	4	-	-	4

Unit-2	Ecosystems, Biodiversity and its Conservation	L	T	P	T
2.1	Concept, structure and function of an ecosystem, producers, consumers and decomposers, energy flow in the ecosystem, ecological succession, food chains, food webs and ecological pyramids.	4	-	-	4
2.2	Introduction, types, characteristic features, structure and function of the following ecosystem: - Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).	4	-	-	4
2.3	Biodiversity introduction-Definition: genetic, species and ecosystem diversity. Bio-geographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, biodiversity at global, national and local levels, India as a mega-diversity nation, Hot-spots of biodiversity.	4	-	-	4
2.4	Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, endangered and endemic species of India.	4	-	-	4
2.5	Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.	4	-	-	4

Unit-3	Environmental Pollution	L	T	P	T
3.1	Definitions. Causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards.	4	-	-	4
3.2	Solid waste Management: Causes, effects and control measures of urban and industrial wastes.	4	-	-	4
3.3	Role of an individual in prevention of pollution.	4	-	-	4
3.4	Pollution case studies.	4	-	-	4
3.5	Disaster management: floods, earthquake, cyclone and landslides.	4	-	-	4

Unit-4	Social Issues and the Environment	L	T	P	T
4.1	From Unsustainable to Sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Resettlement and rehabilitation of people; its problems and concerns. Case studies.	4	-	-	4
4.2	Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.	4	-	-	4
4.3	Wasteland reclamation, Consumerism and waste products.	4	-	-	4
4.4	Environment Protection Act- Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act.	4	-	-	4
4.5	Forest Conservation Act, Issues involved in enforcement of environmental legislation, Public awareness.	4	-	-	4

Unit-5	Human Population and the Environment	L	T	P	T
5.1	Population growth, variation among nations.	4	-	-	4
5.2	Population explosion-Family welfare Programme.	4	-	-	4
5.3	Environment and human health.	4	-	-	4
5.4	Human Rights, Value Education, HIV/AIDS, Women and Child Welfare.	4	-	-	4
5.5	Role of information Technology in Environment and human health, Case Studies.	4	-	-	4


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BBA- E-COMMERCE

SEMESTER - 3


विभागाध्यक्ष
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विश्वविद्यालय, भोपाल

BBA- E-COMMERCE

**Third Semester
Marks Distribution**


No.	Name of Subject	Credits	Total
CCC-1	Core Course (Compulsory)	6	100
CCC-2	Core Course (Compulsory)	6	100
CCE	Elective : Soft Core (Any One)	6	100
SEC	Skill Enhancement (Any One)	3	050
OE	Open Elective (Any One)	3	050
	Total	24	400


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BBA E-COMMERCE

	No.	CORE COURSES (CCC) Compulsory (6 Credits Each)	Elective (Soft Core) Discipline Specific (CCE) (6 Credit, Any One)	Ability Enhanceme nt Compulsory Course (AEC) (3 Credits)	Skill Enhanceme nt Course (SEC) Elective (3 Credit)	Open Elective (3 Credits Each)
SEM 3	CCC-7	Business Laws and Ethics	CCE-1 Business Organization CCE-2 Statistics		SE-1 Financial Management	OE-1 Business Mathematics OE-2 Business Communication OE-3 Indian Banking System OE-4 Retail Management OE-5 Consumer Behavior OE-6 Customer Relationship Management OE-7 Business Environment OE-8 Management Science OE-9 Corporate Communication, Advertising & PR OE-10 Event Management
	CCC-8	Network Infrastructure for E-Commerce				


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**BBA-E-Commerce Third Semester
CCC7- Business Laws & Ethics**

Unit-1	Indian Contract Act 1872	L	T	P	T
1.1	Formation of Contract: Essential Element of a Valid Contract: Offer, Acceptance, Consideration, Capacity, Free Consent and Law full agreement.	2	1	-	3
1.2	Classification of Contract: General, Special, Void, Voidable, Contingent Contract, Quasi Contract,	3	1	-	4
1.3	Performance of Contract,	1	1	-	2
1.4	Discharge of Contract and Remedies for breach of Contract Agency.	2	1	-	3

Unit-2	Sale of goods Act, 1930	L	T	P	T
2.1	Formation of contract of Sale of Goods, Condition and Warranty, Transfer of Property in goods,	2	1	1	4
2.2	Performance of Contract of Sales, Unpaid Seller	2	1	-	3
2.3	Negotiable Instrument Act 1981: Definitions and Characteristics of negotiable instruments.	2	1	1	4
2.4	Holder and holder in due Courses, Crossing of cheque.	2	1	1	4
2.5	Dishonor and discharge of negotiable instruments.	1	1	-	2

Unit-3	Consumer protection Act 1986	L	T	P	T
3.1	Object of the Act , Salient features of the Act, Definitions of Consumer, Complaint, Service	1	1	2	4
3.2	Unfair Trade practice & Central and State Consumer Protections Councils,	2	2	-	4
3.3	Consumer Dispute Redressal Agencies:Power and functions.	2	2	-	4
3.4	Partnership Act 1932: Definition, Nature and Kinds of Partnership,	2	1	-	3
3.5	Rules regarding Registration, Right and Duties of Partnership Dissolution	3	2	-	4


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Unit-4	Company Law Act 1956 (Part-I)	L	T	P	T
4.1	Definition of Company, Types of companies, Formation of Company,	2	1	1	4
4.2	Memorandum and Articles of Association, Contents and alteration of Memorandum and Articles of Associations,	2	1	1	4
4.3	Prospectus and Statement in lieu of Prospectus.	2	1	-	3
4.4	Company Law Act 1956 (Part-II): Share and Share Capital;	2	1	-	3
4.5	Meetings Statutory Meeting, Annual General Meeting and Extra-ordinary General Meeting;	2	1	1	4
4.6	Directors - Definition, Types, Appointment, Powers, Functions and Duties.	2	1	-	3

Unit-5	Foreign Exchange Management Act, 1999	L	T	P	T
5.1	Object of FEMA; Definitions-Capital account transaction, Currency, Current account transaction.	3	1	-	4
5.2	Foreign Exchange and its Regulation & Management of Foreign Exchange.	3	1	-	4
5.3	Business Ethics	3	1	-	4
5.4	Managerial ethics and Employee Ethics.	2	1	-	3


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BBA-E-Commerce Third Semester
CCC8 - Network Infrastructure for E-Commerce

Unit-1	Introduction to Network	L	T	P	T
1.1	Introduction To Network and its types,	2	1	-	3
1.2	Importance of computer networks and its applications	1	1	-	2
1.3	Introduction to network topology and its type	1	1	-	2
1.4	Networking Devices, Type of Networking devices and its use in Networking	1	1	-	2
1.5	Introduction to broadcast and point to point networks and its applications.	2	1	-	3

Unit-2	OSI and TCP/IP Model	L	T	P	T
2.1	Introduction to ISO-OSI reference model, function of each layer	2	1	-	3
2.2	TCP/IP Protocol suit model and its working	1	1	-	2
2.3	Connection oriented and Connectionless Network services	1	1	-	2
2.4	Application of OSI and TCP/IP	1	1	-	2
2.5	Comparison of TCP/IP and ISO-OSI reference model	2	1	2	5

Unit-3	Transmission Media	L	T	P	T
3.1	Introduction to Transmission Media	2	1	1	4
3.2	Twisted pair, coaxial and fiber optics cable	2	1	1	4
3.3	Circuit Switching , Message Switching & Packet Switching	2	1	1	4
3.4	Standard cable Category 5,6,and 7,	2	1	1	4
3.5	Cable Coding standards - cross connection, straight connection	2	1	1	4

Unit-4	Data communication	L	T	P	T
4.1	Introduction to Data communication	1	1	2	4
4.2	Parallel and serial transmission Data transmission	2	1	1	4
4.3	Synchronous, and Asynchronous transmission	1	1	-	2
4.4	Transmission mode -Simplex, half duplex and full duplex.	1	1	-	2
4.5	Modulation and Demodulation	2	1	-	3

Unit-5	Network addressing	L	T	P	T
5.1	Introduction to Network addressing	2	1	-	3
5.2	Logical Addressing and Physical Addressing	2	1	-	3
5.3	Working of ARP and RARP Protocol	1	1	-	2
5.4	Introduction to Internet Protocol addressing (IPv4 and IPv6)	2	1	-	3
5.5	Concept of Routing in Network	1	1	-	2

BBA-E-Commerce Third Semester
CCE1- Business Organization

Objective: To understand the basics of Business undertaking and their working.

Unit-1	Business Organization :	L	T	P	T
1.1	Nature and Purpose of business ,	2	1	-	3
1.2	Characteristics of business	2	1	-	3
1.3	Economic Activity –Meaning and Objectives	2	1	-	3
1.4	Essentials of successful Business.	4	-	-	4
1.5	Indian Business Environment	2	2	-	4

Unit-2	Forms of Business Organizations	L	T	P	T
2.1	Forms of Business Organizations	4	-	-	4
2.2	Sole Proprietorship, Partnership:-Types Formation, Rights & Duties of Partners	2	1	-	3
2.3	Ownership- Joint Hindu Family Firm & Joint Stock Company.	2	1	1	4
2.4	Cooperative Organizations - It's Types & Formation	2	1	1	4
2.5	Factors influencing choice of a suitable type.	2	1	-	3

Unit-3	Promotion of a Company :	L	T	P	T
3.1	Formation and Incorporation of a company	2	-	-	2
3.2	Capital Subscription.	2	-	-	2
3.3	Memorandum and Articles of Association and Prospectus.	2	1	1	4
3.4	Types of Companies	2	1	-	3
3.5	Classification, Exemptions & Privileges of Private Companies.	2	1	1	4

Unit-4	Public Enterprise :	L	T	P	T
4.1	Role of Government in Regulation of Economic Activities, Rationale of Govt.	2	1	-	3
4.2	Role and Forms of Public Enterprises Public Corporations, Govt. Companies , Joint Sector Companies and public Utilities.	2	1	-	3
4.3	Small Business: Definition, Scope, Role and Govt. Policy.	2	1	-	3
4.4	Operating problems of small Business	2	1	-	3
4.5	Functions of SIDBI , Multinational Corporations and Indian Transnational Corporations.	2	1	1	3

Unit-5	Social Responsibilities of Business:	L	T	P	T
5.1	Concept, Business Ethics, Business Values	2	1	1	4
5.2	Social Responsibility of Business in India	1	2	-	3
5.3	Corporate Governance: Definition, Need, Importance and Principles of Corporate Governance	4	-	-	4
5.4	Forms of Business organizations in new millennium.	2	1	1	4
5.5	Corporate Sustainability initiatives by Indian Business groups	1	1	-	2


 विभागाध्यक्ष
 विज्ञापन एवं सार्वजनिक सम्पर्क विभाग
 मदनमोहन मालवीय राष्ट्रीय पत्रकारिता एवं संचार
 विश्वविद्यालय, भोपाल

BBA-E-Commerce Third Semester**CCE2 - Statistics**

Unit -1	Measures of Central Tendency	L	T	P	T
1.1	Definition of Statistics, Importance, Scope and Limitations	2	1	1	4
1.2	Graphical Presentation and Diagrammatic Presentation	2	1	1	4
1.3	Measures of Central Tendency : Mean, Median and Mode	2	1	1	4

Unit -2	Measures of Dispersion	L	T	P	T
2.1	Measures of Dispersion	2	1	1	4
2.2	Range, Mean Deviation, Quartile Deviation and Standard Deviation	2	1	1	4
2.3	Skewness and Kurtosis	2	1	1	4

Unit -3	Correlation	L	T	P	T
3.1	Correlation and Correlations coefficients	2	1	1	4
3.2	Karl Pearson's Coefficient of Co-relation	2	1	1	4
3.3	Spearman's rank co-relations coefficient	2	1	1	4

Unit -4	Regression	L	T	P	T
4.1	Regression	2	1	1	4
4.2	Multiple and Partial regression	2	1	1	4
4.3	Its properties	2	1	1	4

Unit -5	Theory of Attributes	L	T	P	T
5.1	Theory of Attributes	2	1	1	4
5.2	Independence of Attributes	2	1	1	4
5.3	Criteria for Independence of Attributes	2	1	1	4


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विश्वविद्यालय, भोपाल

**BBA-E-Commerce Third Semester
SEC1 - Financial Management**

Unit-1	Introduction	L	T	P	T
1.1	Introduction: Definition, Scope, Objectives of Financial Management;	2	1	-	3
1.2	The goal of a Firm: Profit Maximization vs. Wealth Maximization;	2	1	-	3
1.3	Financial Functions – Financing, Investment and Dividend decisions;	2	1	-	3
1.4	The role of a Finance Manager;	2	1	1	4
1.5	An overview of Financial Markets and Institutions in India.	2	2	-	4

Unit-2	Money Value and Sources of Finance	L	T	P	T
2.1	Time Value of Money: Concept; Compounding and Discounting Concepts;	2	1	-	3
2.2	Present Value of a Single Amount; present Value of an annuity;	2	1	-	3
2.3	Future value of a Single Amount; Future value of an annuity;	2	1	-	3
2.4	Sources of Finance: Short-term and Long-term sources of Finance;	2	1	-	3
2.5	Term and Lease Financing, Venture Capital Financing;	2	1	-	3
2.6	Convertible Securities and warrants.	2	1	-	3

Unit-3	Analysis of Financial Statements	L	T	P	T
3.1	Financial Statements: Meaning, Nature, Importance and Limitations of Financial Statements;	2	1	-	3
3.2	Meaning, Objectives, Types and Methods of Financial Statement Analysis;	2	1	-	3
3.3	Ratio Analysis: Meaning, Utility, Limitations, process of Analysis,	2	1	1	4
3.4	Classification of Accounting Ratios,	2	1	1	4
3.5	Important Accounting Ratios used in measuring liquidity, solvency, profitability and managerial efficiency,	2	1	-	3
3.6	Computation and Interpretation of these Ratios.	2	1	1	4


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Unit-4	Analysis of Changes in Financial Position	L	T	P	T
4.1	Funds Flow Statement: Meaning and Purposes of Funds Flow Statement,	2	1	-	3
4.2	Flows of Funds: it's Various Sources and Application of Funds,	2	1	-	3
4.3	Calculation of Inflow of Funds from trading operations, Preparation of Funds Flow Statement.	2	1	1	4
4.4	Cash Flow Analysis: Meaning and Purposes of Cash Flow Statement,	2	1	-	3
4.5	Difference between Cash book and Cash Flow Statement, Comparison between Cash Flow Statement and Fund Flow Statement, Preparation of Cash Flow Statement	1	-	3	4

Unit-5	Capital Budgeting and Evaluation	L	T	P	T
5.1	Cost of capital: Concept and Significance; Weighted average cost of capital;	2	-	-	2
5.2	Measuring cost of specific sources, Cost of Equity, Cost of Debt, Cost of Retained Earnings, Cost of Preference Capital.	2	-	1	3
5.3	Capital Budgeting: Concept, Features, Process and Significance of Capital Budgeting;	2	-	-	2
5.4	Evaluation Criteria – Account Rate of Return, Pay Back Period, Net Present Value, Internal rate of return.	2	-	-	2
5.5	Dividend Policy- Factors determining Dividend, Constraints of paying Dividend, Form of Dividends.	2	-	-	2


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BBA- E-COMMERCE

SEMESTER - 4


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BBA- E-COMMERCE

**Fourth Semester
Marks Distribution**


No.	Name of Subject	Credits	Total
CCC-1	Core Course (Compulsory)	6	100
CCC-2	Core Course (Compulsory)	6	100
CCE	Elective : Soft Core (Any One)	6	100
SEC	Skill Enhancement (Any One)	3	050
OE	Open Elective (Any One)	3	050
	Total	24	400


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विश्वविद्यालय, भोपाल

**Makhanlal Chaturvedi Rashtriya Patrakarita Evam Sanchar Vishwavidhlaya , Bhopal
(DEPARTMENT OF ADVERTISING AND PUBLIC RELATIONS)**

BBA E-COMMERCE

	No.	CORE COURSES (CCC) Compulsory (6 Credits Each)	Elective (Soft Core) Discipline Specific (CCE) (6 Credit, Any One)	Ability Enhanceme nt Compulsory Course (AEC) (3 Credits)	Skill Enhanceme nt Course (SEC) Elective (3 Credit)	Open Elective (3 Credits Each)
SEM 4	CCC-9	Marketing Management	CCE-3 Introduction to Networking CCE-4 Human Resource Management		SEC-2 Cost and Management Accounting	OE-1 Business Mathematics OE-2 Business Communication OE-3 Indian Banking System OE-4 Retail Management OE-5 Consumer Behavior OE-6 Customer Relationship Management OE-7 Business Environment OE-8 Management Science OE-9 Corporate Communication, Advertising & PR OE-10 Event Management
	CCC-10	Organizational Behavior				


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**BBA-E-Commerce Fourth Semester
CCC9 - Marketing Management**

Unit 1	Marketing Management	L	T	P	T
1.1	Understanding basics	2	-	-	2
1.2	Core Concepts of Marketing	2	1	-	3
1.3	Different Type of Orientations	1	1	-	2
1.4	Marketing Social, International, Global	2	1	1	4
1.5	Marketing Process	2	-	1	3
1.6	Marketing Plan	2	1	1	4
1.7	Rural Marketing	2	1	-	3

Unit 2	Environmental Influences	L	T	P	T
2.1	Different Environments & their influences	2	1	-	3
2.2	Understanding Consumers and Industrial Market	2	1	1	4
2.3	Understanding Consumer & Competition	2	1	1	4

Unit 3	Marketing Mix	L	T	P	T
3.1	Understanding Marketing Mix	3	1	-	3
3.2	Market Segmentation, Targeting and Positioning	4	-	-	4
3.3	Marketing of Services	2	1	1	4

Unit 4	Product	L	T	P	T
4.1	Product Mix	1	1	1	3
4.2	Product Classification: Consumer goods and Industrial Goods	2	1	1	4
4.3	Product life cycle	1	1	-	2
4.4	Brands : USP, EVP	2	-	1	3
4.5	New Product Development	1	1	1	3
4.6	Pricing : Nature of Price	1	1	-	2
4.7	Factors affecting Pricing & Steps in Price determinations	2	1	1	4
4.8	Pricing Strategies, Price Selection Techniques	2	1	-	3

Unit 5	Distribution & Promotion	L	T	P	T
5.1	Importance & function of distribution channels	1	-	1	2
5.2	Channel Design Selection	1	1	-	2
5.3	Channel Members & their Management	2	1	1	4
5.4	Promotion Mix	2	1	1	4

**BBA-E-Commerce Fourth Semester
CCC10 - Organizational Behavior**

Unit-1	Organizational Behavior	L	T	P	T
1.1	Introduction to Organizational Behavior	2	2	-	4
1.2	Nature and scope of OB	2	2	-	4
1.3	Challenges and opportunities for OB.	2	2	-	4
1.4	Organizational Goals	2	1	1	4
1.5	Models of OB	2	1	1	4

Unit-2	Individual Behavior	L	T	D	T
2.1	Individual Behavior - Individual Decision Making	3	1	-	4
2.2	Learning and Motivation	2	1	1	4
2.3	Hierarchy of needs theory	2	1	1	4
2.4	Theory X and Y	2	1	1	4
2.5	Motivation- Hygiene theory, Vroom's Expectancy theory	2	1	1	4

Unit-3	Behavior Dynamics	L	T	P	T
3.1	Behavior Dynamics: Interpersonal behavior, Communication, Transaction Analysis, The Johari Window.	2	1	1	4
3.2	Behavior Dynamics: Communication	2	2	-	4
3.3	Behavior Dynamics: Transaction Analysis	2	2	-	4
3.4	The Johari Window.	2	2	-	4
3.5	Leadership, Its Theories and Prevailing Leadership styles in Indian Organizations.	2	2	-	4

Unit-4	Group Behavior	L	T	P	T
4.1	Group Behavior : Definition and classification of Groups	2	2	-	4
4.2	Group Behavior : Types of Group Structures	2	2	-	4
4.3	Group Behavior: Group decision making and Teams Vs Groups.	2	2	-	4
4.4	Contemporary issues in managing teams, Inter group problems in organizational group dynamics.	2	2	-	4
4.5	Management of conflict.	2	1	1	4

Unit-5	Management of Change	L	T	P	T
5.1	Management of Change: Change and Organizational development	2	1	1	4
5.2	Management of Change: Resistance to change	2	1	1	4
5.3	Management of Change: Approaches to managing organizational change.	2	1	1	4
5.4	Organizational effectiveness, Organizational culture,	2	1	1	4
5.5	Power and Politics in Organizational, Quality of work life, Recent advances in OB.	2	2	-	4

**BBA-E-Commerce Fourth Semester
CCE3 - Introduction to Networking**

Unit-1	Networking concepts	L	T	P	T
1.1	Networking concepts, goals	3	1	-	4
1.2	Distributed systems & clients/server model, Layer, structure,	3	1	-	4
1.3	Point to point and Broad Cast Transmission Technology.	3	1	-	4
1.4	Services, Protocol	3	-	1	4
1.5	Connectivity standard problem.	3	1	-	4

Unit-2	Design issues and Model	L	T	P	T
2.1	Design issues of layers	4	-	-	4
2.2	OSI model,	4	-	-	4
2.3	Open System Inter-charge Model.	3	1	-	4
2.4	Brief description of TCP/IP SNA,	3	-	1	4
2.5	Novell Netware.	2	1	1	4

Unit-3	Transmission media	L	T	P	T
3.1	Signals encoding	4	-	-	4
3.2	Transmission media, Type and performance	4	-	-	4
3.3	Error detection techniques	4	-	-	4
3.4	Telephone System FDM, TDM, WDM.	2	-	2	4
3.5	Circuit Switching Packet switching, Message Switching Addressing Physical and Logical.	2	-	2	4

Unit-4	Introduction to LAN,	L	T	P	T
4.1	Introduction to LAN.	3	-	1	4
4.2	MANM, WAN.	2	-	2	4
4.3	Components	4	-	-	4
4.4	Hardware Software Media Topology Access Technology (CSMA/CD, Token Ring)	2	-	2	4

Unit-5	Advanced Networking concepts.	L	T	P	T
5.1	Reporter Bridge,	2	-	2	4
5.2	Switch,	2	-	2	4
5.3	Router Gateway,	2	-	2	4
5.4	Subnet Internet,	2	-	2	4
5.5	Advanced Networking concepts.	2	-	2	4


 शिक्षाध्यक्ष
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 विश्वविद्यालय, भोपाल

**BBA-E-Commerce Fourth Semester
CCE4 - Human Resource Management**

Unit-1	Concept of HRM	L	T	P	T
1.1	Introduction to HRM & HRD: Concept of HRM, Objectives, Process.	4	-	-	4
1.2	HRM vs. Personnel Management.	4	-	-	4
1.3	Objectives of HRD, Focus of HRD System, Structure of HRD System, Role of HRD Manpower.	4	1	1	4

Unit-2	Human Resource Policies & Strategies	L	T	P	T
2.1	Human Resource Policies & Strategies: Introduction, of HR in strategic management.	3	1	-	4
2.2	HR policies & Procedures, HR Programme, developing HR policies and strategies.	4	-	-	4
3.3	Strategic control, Types of Strategic control, Operational Control System, Functional and grand strategies, Strategy factors.	3	1	-	4

Unit-3	Human Resource Planning	L	T	P	T
3.1	Human Resource Procurement & Mobility: Productivity & Improvement.	2	1	1	4
3.2	Job analysis & Job design, work measurement, ergonomics.	1	1	1	3
3.3	Human Resource Planning: objectives, activities, Manpower Requirement Process.	2	1	-	3
3.4	Recruitment & Selection: Career planning & development training methods, basic concept of performance appraisal.	3	1	-	4
3.5	Promotion & Transfer.	2	1	-	3

Unit-4	Job evaluation	L	T	P	T
4.1	Employee Compensation: Wage policy, Wage determination, Wage board, factors affecting wages & Salary, systems of payments.	4	-	-	4
4.2	Job evaluation components of wage/salary-DA, incentives, bonus, fringe benefits etc.	4	-	-	4
4.3	Minimum Wages Act 1948, Workmen Compensation Act 1923, Payment of bonus Act 1965.	3	1	-	4

Unit-5	Employee relations	L	T	P	T
5.1	Employee relations :Discipline & Grievance handling.	3	1	-	4
5.2	Types of trade unions, problems of trade unions.	3	1	-	4

**BBA-E-Commerce Fourth Semester
SEC2 - Cost and Management Accounting**

Unit-1	Introduction of Cost Accounting	L	T	P	T
1.1	Introduction : Nature and Scope of Cost Accounting.	2	1	1	4
1.2	Cost, Concepts and Classification, Methods and Techniques.	2	1	1	4
1.3	Installation of Costing System.	2	1	1	4

Unit-2	Accounting for Material, Labour and Overheads	L	T	P	T
2.1	Accounting for Material.	2	1	1	4
2.2	Accounting for Labour.	2	1	1	4
3.3	Accounting for Overheads.	2	1	1	4

Unit-3	Cost Sheet	L	T	P	T
3.1	Element of Cost and Assessment of Cost.	2	1	1	4
3.2	Preparation of Cost Sheet	2	1	1	4
3.3	Statement of Cost.	2	1	1	4

Unit-4	Management Accounting	L	T	P	T
4.1	Management Accounting – Meaning and Scope.	2	1	1	4
4.2	Functions and Importance of Management Accounting.	2	1	1	4

Unit-5	Marginal Costing	L	T	P	T
5.1	Marginal Costing: Nature, scope and objectives.	2	1	1	4
5.2	Marginal Costing vs. Absorption Costing.	2	1	1	4


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BBA- E-COMMERCE

SEMESTER - 5


विभागाध्यक्ष
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विश्वविद्यालय, भोपाल

BBA- E-COMMERCE**Fifth Semester
Marks Distribution**

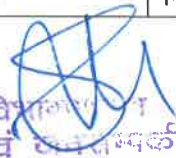
No.	Name of Subject	Credits	Total
CCC-1	Core Course (Compulsory)	6	100
CCC-2	Core Course (Compulsory)	6	100
CCE	Elective : Soft Core (Any One)	6	100
SEC	Skill Enhancement (Any One)	3	050
OE	Open Elective (Any One)	3	050
	Total	24	400


विज्ञापन एवं संचार विभाग
माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार
विश्वविद्यालय, भोपाल

MakhanlalChaturvediRashtriyaPatrakaritaEvam Sanchar Vishwavidhlaya , Bhopal
(DEPARTMENT OF ADVERTISING AND PUBLIC RELATIONS)

BBA E-COMMERCE

	No.	CORE COURSES (CCC) Compulsory (6 Credits Each)	Elective (Soft Core) Discipline Specific (CCE) (6 Credit, Any One)	Ability Enhanceme nt Compulsory Course (AEC) (3 Credits)	Skill Enhanceme nt Course (SEC) Elective (3 Credit)	Open Elective (3 Credits Each)
SEM 5	CCC-11	Research Methodology	CCE-5E- Commerce Technologies CCE-6 Brand Management		SEC-3 Entrepreneurs hip and Small Business Management	1 Business Mathematics OE-2 Business Communicati on OE-3 Indian Banking System OE-4 Retail Management OE-5 Consumer Behavior OE-6 Customer Relationship Management OE-7 Business Environment OE-8 Management Science OE-9 Corporate Communicati on, Advertising & PR OE-10 Event Management
	CCC-12	International Trade				


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 विश्वविद्यालय, भोपाल

**BBA-E-Commerce Fifth Semester
CCC11 - Research Methodology**

Unit-1	Research	L	T	P	T
1.1	Introduction of Research	2	1	-	3
1.2	Social Research: Need, Importance.	2	1	-	3
1.3	Mass Media Research.	2	1	-	3
1.4	Scientific Method & Communication Research.	2	1	-	3
1.5	Research Process: Research Design & Objectives.	2	1	-	3

Unit-2	Research Elements	L	T	P	T
2.1	Variable	3	1	-	4
2.2	Measurement	3	1	-	4
2.3	Qualitative & Quantitative Research.	2	1	-	3
2.4	Reliability & Validity.	2	1	-	3
2.5	Sources of Data.	1	1	-	2

Unit-3	Research Process	L	T	P	T
3.1	Sampling & Data Collection.	2	1	1	4
3.2	Population & Sample.	1	1	1	3
3.3	Probability & Non Probability Sampling.	3	1	-	4
3.4	Data Collection Tools-Questionnaire, Schedule, Interview & Observation.	4	-	-	4
3.5	Data Processing-Editing, Coding, Tabulation & EDP.	3	1	-	4

Unit-4	Research Approach & Application	L	T	P	T
4.1	Research Approach & Application.	2	1	-	3
4.2	Field Research.	2	-	-	2
4.3	Survey Research.	2	-	-	2
4.4	Content Analysis.	1	1	-	2
4.5	Forum group, Cases.	2	1	-	3
4.6	Media Research - Readership research, Audience Survey Media Effects.	3	1	-	4
4.7	Public Opinion Research & Ratings Research.	2	1	-	3

Unit-5	Statistical Analysis & Report Writing	L	T	P	T
5.1	Data Analysis - Mean, Median, Mode	3	1	-	4
5.2	Standard deviation, Correlation Time Series	3	1	-	4
5.3	Data Interpretation	2	1	-	3
5.4	Report Writing.	1	1	-	2


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**BBA-E-Commerce Fifth Semester
CCC12 - International Trade**

Unit-1	Basics of International trade	L	T	P	T
1.1	Basics of International trade: concepts.	3	1	-	4
1.2	International trade theories.	3	1	-	4
1.3	Drivers of International trade.	2	1	-	3
1.4	Restraining forces.	3	1	-	4
1.5	Recent trends in world trade.	2	1	-	3

Unit-2	Balance of payments	L	T	P	T
2.1	Foreign trade & economic growth: Basics.	3	1	-	4
2.2	Balance of payments.	3	1	-	4
2.3	Free trade	4	-	-	4
2.4	Forms and restrictions.	3	1	-	4

Unit-3	International economic institutions	L	T	P	T
3.1	International economic institutions.	2	1	1	4
3.2	IMF	1	1	1	3
3.3	World Bank.	2	1	-	3
3.4	WTO (in brief).	3	1	-	4
3.5	Regional economic groupings NAFTA, EU, ASEAN, SAARC.	4	-	-	4

Unit-4	Trends in India's foreign trade	L	T	P	T
4.1	Recent trends in India's foreign trade.	2	1	-	3
4.2	Institutional infrastructure for export promotion in India.	3	1	-	4
4.3	Projects & consultancy exports.	2	1	-	3

Unit-5	Trade Policy	L	T	P	T
5.1	India's Trade Policy.	4	-	-	4
5.2	Export assistance.	4	-	-	4
5.3	Marketing plan for exports.	3	1	-	4


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**BBA-E-Commerce Fifth Semester
CCE5 - E-Commerce Technologies**

Unit-1	Software and hardware for E-Commerce	L	T	P	T
1.1	Web server - software, hardware.	3	-	1	4
1.2	Web Site and Internet Utility Programs.	2	-	-	2
1.3	E-Commerce Software: Basic Functions of Electronic Commerce Software.	4	-	-	4
1.4	Advanced Functions of Electronic Commerce Software.	3	-	-	3
1.5	Electronic Commerce Software for Small and Midsize Companies, Midsize to Large Businesses.	2	-	-	2


Unit-2	E-com Security	L	T	P	T
2.1	E-commerce security environment, Security threats in E-com environment, malicious code and unwanted programs, Phishing and identity theft.	3	1	-	4
2.2	E-commerce ethics, regulations and social responsibility.	2	1	-	3
2.3	Web Security: Security Issues on web, types.	2	-	-	2
2.4	Firewall and its Importance of Firewall, components of Firewall, Transaction security, Emerging client server, Network Security, Factors to consider in Firewall design, Limitation of Firewalls.	4	-	-	4
2.5	Encryption: Encryption techniques, Symmetric Encryption: Keys and data encryption standard, Triple encryption, Secret key encryption; Asymmetric encryption: public and private pair key encryption, Digital Signatures, Virtual Private Network.	3	1	-	4


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Unit-3	Mobile Commerce :	L	T	P	T
3.1	Introduction to Mobile (M) Commerce, Challenges emerging in Mobile Commerce, Growth of Mobile Commerce.	3	1	1	4
3.2	Application areas of Mobile Commerce : Mobile Computing Application, Mobile Information Devices, Emerging applications.	1	1	1	3
3.3	Different players in m-commerce, m-commerce life cycle.	3	1	-	4
3.4	Wireless Application Protocols, WAP Technology, Technologies for Mobile Commerce, Wireless Spectrum, Origins of WAP, WAP Architecture. Wireless Datagram Protocol(WDP), Short Message Services, Circuit Switched Data (CSD), Unstructured Supplementary Services Data (USSD), General Packet Radio Service(GPRS), Wireless Technology (AMPS, TDMA, CDMA, GSM), Different generations : in Wireless Communication, Security issues in cellular technology.	2	1	1	4
3.5	Mobile commerce and its future in India.	2	3	-	3

Unit-4	Enterprise Resource Planning (ERP) :	L	T	P	T
4.1	Features, Evolution, need, scope of ERP and Overview of Commercial Software.	4	-	-	4
4.2	Business engineering with IT.	3	-	-	3
4.3	Business Process Redesign.	3	-	-	3
4.4	Knowledge engineering and data warehouse.	4	-	-	4
4.5	ERP and competitive strategy.	3	-	-	3

Unit-5	E-Commerce and Online service	L	T	P	T
5.1	Financial services.	2	1	1	4
5.2	Online travel Services.	2	-	-	2
5.3	Online career services.	2	-	-	2
5.4	Online retail services.	2	-	-	2
5.5	Online Health service.	2	-	-	2
5.6	Case studies –eBay, Amazon, Priceline, Barter, Souq, Flipkart, olx.	2	-	-	2


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BBA-E-Commerce Fifth Semester

CCE6 - Brand Management

Unit -1	Principles of Branding	L	T	P	T
1.1	What branding really means?	1	-	1	2
1.2	Brand importance and Evolution of Brands.	1	1	-	2
1.3	Anatomy of a Brand.	1	1	1	3
1.4	Concept of Brand Potential, Brand Contract Requirements, Brand Recognition & Awareness.	2	1	-	3
1.5	Branding Challenges & Opportunities.	1	-	-	1

Unit -2	Language of Branding	L	T	P	T
2.1	Brand Architecture, Brand Image & Brand Personality.	1	1	-	2
2.2	Brand Identity, Brand Association & Brand Power.	1	1	-	2
2.3	Brand Positioning, Brand Awareness & Brand Royalty.	1	1	-	2
2.4	Brand Essence, Brand Promise & Brand Portfolio.	1	1	-	2
2.5	Case Study	-	-	1	1

Unit -3	Brand Planning Strategies	L	T	P	T
3.1	Launching new Brands, Managing Brand over time, Brand extensions.	1	1	-	2
3.2	Defining Brand Platform, Global Branding.	1	1	-	2
3.3	Brand Visioning.	1	1	-	2
3.4	Retailer Branding Strategies.	1	1	-	2
3.5	Case Study	-	-	1	1

Unit -4	Brand Equity	L	T	P	T
4.1	Understanding Brand and Meaning Method of Equity	1	1	-	2
4.2	Equity Brand Equity Vs Customer Equity.	1	1	-	2
4.3	Developing Brand Equity.	1	1	-	2
4.4	Specific Brand Equity Activities.	1	1	-	2
4.5	Case Study	-	-	1	1

Unit -5	Integrated Brand Marketing	L	T	P	T
5.1	Understanding IBM.	1	1	-	2
5.2	Tools of IBM.	1	1	-	2
5.3	Buying Systems.	1	1	-	2
5.4	Building Brands on Internet.	1	1	-	2
5.5	Case studies of successful Brands in Media industry.	-	-	1	1

BBA-E-Commerce Fifth Semester
SEC3 - Entrepreneurship & Small Business Management

Unit-1	Entrepreneurship	L	T	P	T
1.1	Entrepreneurship: Nature and Scope	4	-	-	4
1.2	Role & Importance in Indian Economy,	4	-	-	4
1.3	Theories of Entrepreneurship,	4	-	-	4
1.4	Traits of entrepreneur, entrepreneurs Vs professional managers,	4	-	-	4
1.5	Problems faced by entrepreneurs.	4	-	-	4

Unit-2	Environmental analysis	L	T	P	T
2.1	Entrepreneurial Development	3	1	-	4
2.2	Significance and role of environment infrastructural network,	3	1	-	4
2.3	Environmental analysis,	3	1	-	4
2.4	E.D. programmes (EDP),	3	1	-	4
2.5	Problems of EDP.	3	1	-	4

Unit-3	Transportation Problems	L	T	P	T
3.1	Transportation-North West Corner Rule,	3	1	-	4
3.2	Matrix Minima & VAM Methods,	3	1	-	4
3.3	Degenerating,	3	1	-	4
3.4	MODI Method.	3	1	-	4
3.5	Assignment Problems	3	1	-	4

Unit-4	Project appraisal	L	T	P	T
4.1	Project & Project Reports	2	1	1	4
4.2	Search for business idea,	2	1	1	4
4.3	Transformation of idea into reality: projects and classification.	2	1	1	4
4.4	Identification of projects, project design and network analysis,	2	1	1	4
4.5	Project appraisal plant layout.	2	1	1	4

Unit-5	Types of organization	L	T	P	T
5.1	Small industry setup	3	1	-	4
5.2	Types of organization-sole proprietorship, partnership, joint stock company, co-operative organization, their merits, limitations, suitability.	3	1	-	4
5.3	Organizational locations	3	1	-	4
5.4	Steps in starting a small industry	3	1	-	4
5.5	Incentives and subsidies available, export possibilities	3	1	-	4

BBA- E-COMMERCE

SEMESTER - 6


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BBA- E-COMMERCE**Sixth Semester
Marks Distribution**

No.	Name of Subject	Credits	Total
CCC-13	Core Course (Compulsory)	6	100
CCC-14	Core Course (Compulsory)	6	100
CCE	Elective : Soft Core (Any One)	6	100
SEC	Skill Enhancement (Any One)	3	050
OE	Open Elective (Any One)	3	050
	Total	24	400


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विश्वविद्यालय, भोपाल

Makhanlal Chaturvedi Rashtriya Patrakarita Evam Sanchar Vishwavidhaya, Bhopal
(DEPARTMENT OF ADVERTISING AND PUBLIC RELATIONS)

BBA E-COMMERCE

	No.	CORE COURSES (CCC) Compulsory (6 Credits Each)	Elective (Soft Core) Discipline Specific (CCE) (6 Credit, Any One)	Ability Enhanceme nt Compulsory Course (AEC) (3 Credits)	Skill Enhanceme nt Course (SEC) Elective (3 Credit)	Open Elective (3 Credits Each)
SEM 6	CCC- 13	Project-I	CCE-7 Management Information System		SEC-4 Database Management System	1 Business Mathematics OE-2 Business Communicati on OE-3 Indian Banking System OE-4 Retail Management OE-5 Consumer Behavior OE-6 Customer Relationship Management OE-7 Business Environment OE-8 Management Science OE-9 Corporate Communicati on, Advertising & PR OE-10 Event Management
	CCC- 14	Project-II				


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BBA-E-Commerce Sixth Semester
CCC13 – Project-I

BBA E-Commerce Students have to prepare following (Any One) project during their Project work -

1. Structure and Function of any E-Commerce Organization.
2. Networking Technology of Any E-Commerce Organization.


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BBA-E-Commerce Sixth Semester
CCC14 – Project-II

BBA E-Commerce Students have to prepare following (Any One) project during their Project work -

1. Marketing Strategy of Any E-Commerce Organization
2. Sales Promotion Strategy of Any E-Commerce Organization


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**BBA-E-Commerce Sixth Semester
CCE 7 - Management Information System**

Unit-1	Management Information System(MIS)	L	T	P	T
1.1	Management Information System(MIS): Concept & definition	2	1	1	4
1.2	Role of MIS, Process of Management	2	1	1	4
1.3	MIS-A tool for management process	2	1	1	4
1.4	Impact of MIS, MIS & computers, MIS & the user	2	1	1	4
1.5	IMS- a support to the Management	2	1	1	4


Unit-2	Planning & Decision making	L	T	P	T
2.1	Planning & Decision making: The concept of corporate planning	2	1	1	4
2.2	Strategic planning	2	1	1	4
2.3	Types of strategic tools of Planning	2	1	1	4
2.4	MIS-Business Planning; Decision making concepts	2	1	1	4
2.5	Organizational Decision making, MIS & Decision making concepts.	2	1	1	4

Unit-3	MIS & System analysis	L	T	P	T
3.1	Information & System: Information concepts	2	1	1	4
3.2	Information: A quality product classification of the information	2	1	1	4
3.3	Methods of data & information collection	2	1	1	4
3.4	Value of information	2	1	1	4
3.5	MIS & System analysis, Computer System design.	2	1	1	4

Unit-4	Development of MIS	L	T	P	T
4.1	Development of MIS: Development of long range plans of the MIS.	2	1	1	4
4.2	Ascertaining the class of information, determining the information requirement	2	1	1	4
4.3	Development and implementation of the MIS	2	1	1	4
4.4	Management of quality in the MIS, organization for development of the MIS	2	1	1	4
4.5	MIS: the factors of success and failure.	2	1	1	4


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Unit-5	Decision Support System (DSS)	L	T	P	T
5.1	Decision Support System (DSS): Concept and Philosophy	2	1	1	4
5.2	DSS: Deterministic Systems, Artificial Intelligence(AI) System, Knowledge based expert system(KBES)	2	1	1	4
5.3	MIS & the role of DSS	2	1	1	4
5.4	Transaction Processing System(TPS) Enterprise Management System(EMS), Enterprise Resource Planning (ERP) System	2	1	1	4
5.5	Benefits of ERP, EMS & ERP	2	1	1	4


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BBA-E-Commerce Sixth Semester
SEC4 - Database Management System

Unit-1	Introduction to Database Management System	L	T	P	T
1.1	Operational data, Purpose of database system, Views of data,	2	1	1	4
1.2	Data models: Relational, Network, Hierarchical, Instances & Schemes, Data Dictionary,	2	1	1	4
1.3	Types of Database languages : DDL, DML,	2	1	1	4
1.4	Structures of a DBMS, Advantages & Disadvantages of a DBMS,	2	1	1	4
1.5	3-level Architecture Proposal : External, Conceptual & Internal Levels, Entity Relationship Model as a tool of conceptual design : Entities & Entity set, Relationship & Relationship set, Attributes, Mapping Constraints, Keys, Entity-Relationship diagram (E-R diagram) : Strong & weak entities, Generalization, Specialization, Aggregation, Reducing ER diagram to tables.	2	1	1	4

Unit-2	Fundamental Dependencies, Key and Normalization	L	T	P	T
2.1	Set theory concepts and fundamentals: Relations, Domains, Attributes, Tuple,	2	1	1	4
2.2	Types of Keys: Candidate key, Primary Key, Alternate Key, Super Key, Foreign Key,	2	1	1	4
2.3	Fundamental integrity rules: Entity integrity, Referential integrity, Extension & Intention	2	1	1	4
2.4	Functional Dependencies, Good & Bad Decomposition, Anomalies as a database: A consequences of bad design, Universal Relation	2	1	1	4
2.5	Normalization: 1NF, 2NF, 3NF, BCNF, 4NF 5NF.	2	1	1	4

Unit-3	Structured query language(SQL)	L	T	P	T
3.1	Relational Algebra: Select, Project, Cross product,	2	1	1	4
3.2	Different types of joins i.e. theta join, equi-join, natural join, outer join, set operations .	2	1	1	4
3.3	Structured query language(SQL), Using MS Access, Implementing SQL	2	1	1	4
3.4	Functions, Integrity, Indexing, View Using MS Access.	2	1	1	4
3.5	DBA – Role, Functionality and Importance	2	1	1	4

Unit-4	Storage and File Structure	L	T	P	T
4.1	Failure Classification,	2	1	1	4
4.2	The Storage Hierarchy, Transaction Model	2	1	1	4
4.3	Storage and File Structure, RAID, Storage Access	2	1	1	4
4.4	File Organization, Organization of Records in File	2	1	1	4
4.5	Data Dictionary storage.	2	1	1	4

Unit-5	Database functionality	L	T	P	T
5.1	Database functionality and Importance.	2	1	1	4
5.2	Database system architectures-centralized system,	2	1	1	4
5.3	Client server system, parallel system	2	1	1	4
5.4	Distributed system.	2	1	1	4
5.5	Overview Database on Web- concepts of ODBC, DSN.	2	1	1	4


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BBA- E-Commerce

OPEN ELECTIVE


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विश्वविद्यालय, भोपाल

BBA - E-COMMERCE
OE-1: Business Mathematics

Unit -1	Ratio and Proportion
1.1	Ratio-Gaining and Sacrificing Ratio
1.2	Proportion
1.3	Percentage
1.4	Commission
1.5	Discount and Brokerage

Unit -2	Simultaneous Equations
2.1	Simultaneous Equations
2.2	Meaning & Characteristics
2.3	Types and Calculations
2.4	Preparations of Invoice

Unit -3	Matrices
3.1	Elementary Matrices
3.2	Definition and Calculations
3.3	Types of Matrices
3.4	Numerical

Unit -4	Logarithms
4.1	Logarithms
4.2	Antilogarithms
4.3	Principles and Calculations

Unit -5	Calculation of Interest and Profit & Loss
5.1	Simple Interest
5.2	Compound Interest
5.3	Profit and Loss
5.4	Introduction to Linear Programming


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BBA - E-COMMERCE

OE-2: Business Communication


Unit-1	Introduction
1.1	Business Communication – its meaning & importance.
1.2	Communication Process and its Elements
1.3	Barriers to effective communication.
1.4	Essentials of effective business Communication.
1.5	Basic models of communication.

Unit-2	Means of Communication and Methods
2.1	Types of communication, Intrapersonal communication & Interpersonal communication.
2.2	Group communication, Public communication.
2.3	Mass communication.
2.4	Verbal, Non-verbal communication, Oral & Written communication.
2.5	Speeches for Different Occasions.

Unit-3	Oral & Written Communication
3.1	Language, signs, symbols and code systems.
3.2	Spoken skills Conducting Presentation, Oral presentation, Debates, Speeches, Interview, Group Discussion, English Pronunciation, Building Vocabulary.
3.3	Essential of good communication, 7 Cs of good communication,
3.4	Writing Effectively : Planning, Beginning & Ending letter, Tactful use of Language, Asking for Action, Handling Negatives, Talking about Errors, Active Voice & Passive Voice, Techniques of Employers.
3.5	Language of Business writing, Taking the Readers Point of view.

Unit-4	Visual Communication
4.1	Preparing the text, Using visual Aids.
4.2	Speakers, Appearance & Personality.
4.3	Practicing Delivery of the Presentation, Speeches for special Occasions.
4.4	Graphics and Designing Visual
4.5	Videos and Animation ,Photos

Unit-5	Reading and Listening
5.1	Reading Skills and Pattern
5.2	Listening: Importance of Listening.
5.3	Types of Listening.
5.4	Barriers to Listening and overcoming them, Listening situations.
5.5	Developing the art of Listening.


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BBA - E-COMMERCE
OE-3: Indian Banking System

Unit-	Indian Banking System
1.1	Indian Banking System : Structure and organization of banks
1.2	Reserve bank of India.
1.3	Apex banking institutions.
1.4	Commercial banks; Regional rural banks.
1.5	Co-operative Banks; Development

Unit-	Introduction to SBI
2.1	State Bank of India: Brief History
2.2	Objectives of State Bank of India
2.3	Functions of State Bank of India
2.4	Its Structure and organization;
2.5	Working and progress.

Unit-3	Banking Regulation Act, 1949
3.1	Banking Regulation Act, 1949: History and Social Control.
3.2	Banking Regulation Act as applicable to banking companies and public sector banks.
3.3	Banking Regulation Act as applicable to Co-operative banks.

Unit-4	RRB and Co-operative Banks
4.1	Regional Rural and Co-operative Banks in India.
4.2	Functions and Role of regional rural Banks.
4.3	Functions and Role of Co-operative bank in rural India.

Unit-5	Reserve Bank of India
5.1	Objective of Reserve Bank of India
5.2	Reserve Bank of India : Organization
5.3	Reserve Bank of India functions and working
5.3	Monetary policy
5.4	Credit control measures and their effectiveness.


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BBA - E-COMMERCE
OE-4: Retail Management

Unit -1	Introduction to Retail
1.1	Introduction to Retail
1.2	Retail in India
1.3	Retail Models and Theories
1.4	Understanding the Retail Consumers
1.5	Ethical Issues in Retailing

Unit -2	Retail Marketing Strategy
2.1	Retail Marketing Strategy
2.2	Retail Franchising
2.3	Retail Store Location
2.4	Site Selection
2.5	Retail Store Design

Unit -3	Retail Merchandising
3.1	Basics of Retail Merchandising
3.2	Process of Retail Merchandising
3.3	Method of Merchandising Procurement
3.4	Retail Pricing
3.5	Evaluating Merchandising

Unit -4	Store Operations
4.1	Retail Store Operations
4.2	Servicing The Retail Consumer
4.3	Retail Human Resource Management
4.4	Financial Aspect of Retail Management
4.5	Supply Chain Management in Retailing

Unit -5	Communication Mix in Retail
5.1	Retail Communication Mix
5.2	Retail Information System
5.3	Consumer Relationship Management in Retailing
5.4	Case Study


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BBA - E-COMMERCE
OE-5: Consumer Behaviour

Unit-1	Consumer Behaviour
1.1	Consumer Behaviour : Meaning Scope & its Application
1.2	Need & Motives
1.3	Role of Consumers in Marketing
1.4	Types of Consumers : Rural, Urban, Female, Children
1.5	Case Studies

Unit-2	Consumer Needs & Motivation
2.1	Personality & Consumer Behavior
2.2	Nature of Consumer Attitude
2.3	Strategies of Attitude Change
2.4	Communication & Consumer Behavior- Persuasion, Consumer Protection Laws
2.5	Case Studies

Unit-3	Group Dynamics & Consumer Behavior
3.1	Consumer Decision Making
3.2	Major Factors Influencing Consumer Behavior
3.3	Reference Groups, Personal Influence & Opinion
3.4	Leadership Process
3.5	Case Studies

Unit-4	Social Surroundings of Consumer
4.1	The Family, Functions of a Family
4.2	Family Decision Making, Family life Cycle
4.3	Changing Female Consumer
4.4	Social Class-lifestyle Profiles
4.5	Social Class Mobility: Affluent and Non Affluent Consumer
4.6	Case Studies

Unit-5	Consumer Perception
5.1	Its Dynamics, Imagery
5.2	Influence of Culture on Consumer Behavior
5.3	Diffusion of Innovation
5.4	Customer Relationship Management
5.5	Importance of Consumer Research
5.6	Digital Marketing
5.7	Case Studies

BBA - E-COMMERCE
OE-6: Customer Relationship Management


Unit-	Introduction
1.1	CRM and e-CRM
1.2	Define Customer & e-Customer
1.3	Correspondents of CRM, e-CRM
1.4	Goal of CRM, feature of e-CRM
1.5	Customer life Style & Technology

Unit-	CRM Process
2.1	CRM Process
2.2	Online CRM Process
2.3	4C's of CRM Process
2.4	Modules in CRM
2.5	CRM for different organizations

Unit-	CRM Strategy
3.1	CRM in business Strategy
3.2	Understanding Service quality : Technical/Functional
3.3	Dimensions of Service quality
3.4	Managing Customer Communication
3.5	Customer Support Methodology

Unit-	CRM Implementation
4.1	Choosing the right CRM Solution
4.2	CRM Implementation Process
4.3	Five Phases of CRM Projects.
4.4	Enterprise Resource Planning Preview & Benefits
4.5	ERP & Related Technologies

Unit-5	Sales Force Automation & Business
5.1	SFA : Sales Process Activity
5.2	Contact lead & Knowledge Management
5.3	Field Force Automation
5.4	E-Commerce Automation
5.5	Impact of CRM on Marketing


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BBA - E-COMMERCE
OE-7: Business Environment

Unit -1	An Overview of Business Environment
1.1	Types of Environment-internal, external, micro and macro environment.
1.2	Competitive structure of industries, environmental analysis and strategic management.
1.3	Managing diversity.
1.4	Scope of business, characteristics of business.
1.5	Objectives and the uses of study. Process and limitations of environmental analysis.

Unit -2	Economic Environment
2.1	Nature of Economic Environment. Economic factors-growth strategy, basic economic system, economic planning,
2.2	Economic policies- new industrial policy,
2.3	3FEMA, Monetary and fiscal policies.
2.4	Consumer Protection Act and Competition Law. Liberalization, Privatization and Globalization of Indian Economy,
2.5	Current Trends and Issues.

Unit -3	Socio-Cultural Environment
3.1	Nature and impact of culture on business
3.2	Culture and globalization
3.3	Social responsibilities of business
3.4	Social audit
3.5	Demographic environment population size, migration and ethnic aspects, birth rate, death rate and age structure

Unit -4	Political Environment
4.1	Functions of state, economic roles of government,
4.2	Government and legal environment.
4.3	The constitutional environment,
4.4	Rationale and extent of state intervention.
4.5	Case Study

Unit -5	Natural and Technological Environment
5.1	Innovation, technological leadership and followership,
5.2	Sources of technological dynamics,
5.3	Impact of technology on globalization, transfer of technology, time lags in technology introduction,
5.4	Status of technology in India;
5.5	Management of technology; Features and Impact of technology.

BBA - E-COMMERCE
OE-8: Management Science

Unit -1	Concepts of Management and Organization
1.1	Introduction of Management and organization: Concepts of Management and organization nature, importance and Functions of Management, Systems
1.2	Approach to Management - Taylor's Scientific Management Theory- Fayol's Principles of Management-
1.3	Maslow's Maslow's theory of Hierarchy of Human Needs- Maslow's Douglas McGregor's Theory X and Theory Y - Herzberg Two Factor Theory of Motivation -
1.4	Leadership Styles, Social responsibilities of Management,
1.5	Designing Organisational Structures: Basic concepts related to Organisation- Departmentation and Decentralisation,

Unit -2	Operations and Marketing Management
2.1	Operations and Marketing Management: Principles and Types of Plant Layout-Methods of Production(Job, batch and Mass Production),
2.2	Work Study - Basic procedure involved in Method Study and Work Measurement
2.3	Business Process Reengineering(BPR) - Statistical Quality Control: control charts for Variables and Attributes (simple Problems) and Acceptance Sampling, TQM, Six Sigma, Deming's contribution to quality.
2.4	Objectives of Inventory control, EOQ, ABC Analysis, Purchase Procedure, Stores Management and Store Records - JIT System, Supply Chain Management, Functions of Marketing.
2.5	Marketing Mix, and Marketing Strategies based on Product Life Cycle, Channels of distribution.


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Unit -3	Human Resources Management(HRM)
3.1	Human Resources Management(HRM): Concepts of HRM, HRD and Personnel Management and Industrial Relations (PMIR), HRM vs PMIR.
3.2	Basic functions of HR Manager: Manpower planning, Recruitment, Selection, Training and Development, Placement, Wage and Salary Administration, Promotion, Transfer, Separation.
3.3	Performance Appraisal,
3.4	Grievance Handling and Welfare Administration, Job Evaluation and Merit Rating - Capability Maturity Model (CMM) Levels - Performance Management System.
3.5	Case Study

Unit -4	Project Management
4.1	Project Management (PERT/ CPM): Network Analysis.
4.2	Programme Evaluation and Review Technique (PERT).
4.3	Critical Path Method (CPM), Identifying critical path, Probability of Completing the project within given time.
4.4	Project Cost Analysis, Project Crashing (simple problems).
4.5	Case Study

Unit -5	Strategic Management
5.1	Strategic Management and Contemporary Strategic Issues: Mission, Goals, Objectives, Policy, Strategy, Programmes.
5.2	Elements of Corporate Planning Process, Environmental Scanning, Value Chain Analysis, SWOT Analysis.
5.3	Steps in Strategy Formulation and Implementation, Generic Strategy alternatives,
5.4	Bench Marking and Balanced Score Card as Contemporary Business Strategies.
5.5	Case Study

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BBA - E-COMMERCE

OE-9: Corporate Communication, Advertising & PR

Unit -1	Public Relations – Concept & Process
1.1	Public Relation, Importance & significance. History & Development of PR in India.
1.2	Process of Public Relations. Publics of an Organization.
1.3	PR Consultancies & Department.
1.4	Tools of PR
1.5	Types of PR

Unit -2	PR Organizations.
2.1	Public Relations setup & Structure.
2.2	News Agency, PIB, Public Relations Organizations such as IPRA, PRSA, PRSI, PRCI
2.3	Global Public Relations.
2.4	PR practitioners: Responsibilities & Duties.
2.5	Ethics in Public Relations.

Unit -3	Corporate Communication-I
3.1	Definition, Importance & Objectives of Corporate Communication.
3.2	Concept of Identity & Image. Image Building & Management & Image Communication In Factors & Trends.
3.3	Corporate Identity: Policy Planning, Core Communication elements in corporate Identity Programme.

Unit -4	Corporate Communication-II
4.1	Corporate Social Responsibility, Corporate Citizenship.
4.2	Public Service Communication, Social Communication.
4.3	Crisis Management & Communication, Types of Crisis, Contingency Planning.
4.4	Crisis Communication & Evaluation.

Unit -5	Advertising
5.1	Advertising : Importance in IMC and New Trends.
5.2	Advertising Media and It's Creative Co-ordination with other Marketing Function.
5.3	Creativity in Advertising.
5.4	Advertising Campaigns.
5.5	Advertising Agency and Ethics.

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BBA - E-COMMERCE
OE-10: Event Management

Unit -1	Event Management
1.1	Event Planning.
1.2	Types of Event.
1.3	Need & Feasibility of Event study.
1.4	Event Proposal & Identifying Clients.
1.5	Case Study

Unit -2	Event Coordination and Laws :
2.1	Decor, Entertainment and Performance.
2.2	Guest Coordination, Venue Management.
2.3	Vendor Management, Registration and Administration Procedures.
2.4	Security, protocol & Risk Precautions.
2.5	Case Study

Unit -3	Planning an Event
3.1	Event Planning & Execution.
3.2	Event Selection.
3.3	Event Budgeting.
3.4	Event Design & Resources.
3.5	Event Scheduling & Event Execution.

Unit -4	Event Marketing and Promotions :
4.1	Audience Acquisition and participants Management.
4.2	Event Sponsorship Strategy.
4.3	Sponsorship Proposals and Agreement. Event Selling and Invitations.
4.4	Evolving a Promotional Strategy: Advertising, Publicity and Public Relations
4.5	Case Study

Unit -5	Specific Events for Public Sector/Pvt. Sector
5.1	Events for Corporate & Banks/Financial Institutions.
5.2	Telecom, Tourism & Retail Inc.
5.3	Educational, Institutional, Fashion and Entertainment Industry
5.4	Govt. Undertakings & Govt. Programmes.
5.5	Case Study