

S. Y. B. Com. (CBCS 2018 Course)
Semester IV
C408: CORPORATE ACCOUNTING II

(Total Lectures 60)

Course Outcomes:

After completion of the course, students would be able to:

1. Understand the important terms of amalgamation, the accounting entries and transactions of Vendor company and purchasing company.
2. Understand the Reconstruction process of the company by reduction and alteration in share capital.
3. Understand the different share valuation methods and their needs.
4. Understand the concept of Departmental accounts and different techniques for allocation of expenses between the departments.

1. Accounting for Amalgamation, Absorption and External Reconstruction of Companies (16 L)

- 1.1 Meaning
- 1.2 Vendor Company and Purchasing Company
- 1.3 Purchase Consideration, Methods of Calculations
- 1.4 Accounting Entries
- 1.5 Preparation of Balance Sheet after Amalgamation, Absorption and External Reconstruction

2. Accounting for Internal Reconstruction of Company (14 L)

- 1.1 Meaning and Provisions of Companies Act, 2013
- 1.2 Alteration of Share Capital
- 1.3 Reduction of Share Capital
- 1.4 Accounting Entries
- 1.5 Preparation of Balance Sheet After Internal Reconstruction

3. Valuation of Shares (14L)

- 3.1 Meaning and Need
- 3.2 Factors Affecting Valuation of Shares
- 3.3 Methods of Valuation of Shares:
 - i) Net Assets Method
 - ii) Yield Basis Method
 - iii) Fair Value Method

4. Departmental Accounts (16 L)

- 4.1 Introduction
- 4.2 Methods and Techniques, Allocation of Expenses
- 4.3 Inter Departmental Transactions, Provisions for Unrealized Profit
- 4.4 Preparations of Departmental Trading, Profit and Loss Account and Balance Sheet

Recommended Books

1. Advanced Accounts, M.C. Shukla and T.S.Grewal, S, Chand and Company Ltd., Delhi
2. Corporate Accounting, Mukharji & Hanif
3. Advanced Accountancy, R.L.Gupta & M. Radhaswamy, Sulyan Chand & Company Ltd.
4. Company Accountancy, Jain and Narang, Kalyani Publishing Company
5. Advanced Accounts, Gupta Rupram
6. Corporate Accounting, Dr. S. N. Maheshwari & S. K. Maheshwari

S. Y. B. Com. (CBCS 2018 Course)
Semester IV
C409: COMMUNICATION SKILLS II

(Total Lectures 60)

Course Outcomes:

After completion of the course, students would be able to:

1. Students will be able to understand the importance of business letters associated with the communication discipline.
2. Understand the different types of Business Letters to communicate effectively in writing.
3. Students will be able to develop skills for effective writing of Company letters and Minutes.
4. Understand the importance, structure and content of Report writing

1.	Business Letters	(L60)
	1.1 Meaning and importance of a business letter	
	1.2 Essential qualities of a good business letter	
	1.3 Structure and layout of a good business letter	
	1.4 Forms of layout	
2.	Types of Business Letters	(L60)
	2.1 Letters of enquiry	
	2.2 Replies to the enquiry letters	
	2.3 Trade references and status enquiry	
	2.4 Order letters	
2.5	Collection letters	
	2.6 Circular letters	
	2.7 Agency correspondence	
3.	Company Letters and Minutes	(L60)
	Letters to members and directors	
3.1	Meaning and importance of minutes	
3.2	Notice, agenda and minutes of annual general meeting	
3.3	Notice, agenda and minutes of directors' meeting	
4.	Report Writing	(L60)
1.1	Meaning and importance	
1.2	Essentials of good report	
1.3	Structure of reports	
1.4	Contents of report	
1.5	Types of reports- committee report, progress report, annual report	
1.6	Drafting of reports	

Recommended Books

1.	Communication	Rayudu C.S.
2.	Business Correspondence and Report Writing	Sharma R.C
3	Business Communication	Rai U.S. and Rai S.M.
4.	Business Communication	Keval J.Kumar
5.	Business Communication	H.Balasubrahmanyam
6.	Business Communication	Deshkar D.G.,Paralkar S.G.
7.	Communication Today	Reuben Ray
8.	Speaking and Writing for Effective Business Communication	Francis Soundararaj, Macmillan India Ltd., Mumbai
9.	Creative English Communication	N .Krishnaswamy and T. Sriraman Macmillan India Ltd., Mumbai

S. Y. B. Com. (CBCS 2018 Course)
Semester IV
C410: PRINCIPLES OF BUSINESS MANAGEMENT II
(Total Lectures 60)

Course Outcomes:

After completion of the course, students would be able to:

1. Understand the importance of direction and principles of direction.
2. Students will be able to understand the importance of motivation and study different theories of motivation.
3. Understand the leadership styles and qualities required to be an effective leader.
4. Understand the typical business communication and the barriers to communication.

- | | | |
|-----------|---|--------------|
| 1. | Direction | (L12) |
| | 1.1 Definitions, importance and nature | |
| | 1.2 Principles of direction | |
| | 1.3 Techniques of direction | |
| | 1.4 Components of direction | |
| 2. | Motivation | (L12) |
| | 2.1 Concept and importance | |
| | 2.2 Individual behaviour and motivation | |
| | 2.3 Maslow's need hierarchy theory | |
| | 2.4 Theory X and Theory Y | |
| | 2.5 Carrots and sticks approach to motivation | |
| | 2.6 Techniques of motivation | |
| | 2.7 Money and motivation | |
| | 2.8 Motivation and morale | |
| 3. | Leadership | (L12) |
| | 3.1 Concept, leadership styles | |
| | 3.2 Theories of leadership | |
| | 3.3 Leadership effectiveness | |
| | 3.4 Leadership qualities | |
| 4. | Communication and Co-ordination | (L12) |
| | 4.1 Meaning, nature and process | |
| | 4.2 Importance of communication in management | |
| | 4.3 Barriers of communication | |
| | 4.4 Principles of effective communication | |
| | 4.5 Recent modes of Communication | |
| | 4.6 Meaning, definitions, of coordination | |
| | 4.7 Need and principles of co-ordination | |
| | 4.8 Co-operation and co-ordination | |
| 5. | Control | (L2) |
| | 5.1 Concept and process | |
| | 5.2 Nature and need | |
| | 5.3 Principles of effective control system | |
| | 5.4 Techniques of control | |

Recommended Books

- | | | |
|----|--|---------------------------|
| 1. | Principles and Practice of Management | Anutesh Chakrabarty. |
| 2. | Principles and Practice of Management | Shyanai Banerjee. |
| 3. | Organization and Management | Vasudevan Ghosh. |
| 4. | Principles of Business Management | S.A. Sherlekar. |
| 5. | Business Administration and Management | Dr. S.C. Saksena. |
| 6. | Management - Principles and Practice | Shriniwasan Chunawalla. |
| 7. | Business Organization and Management | Bhushan and Tayal. |
| 8. | Business Management & Policy | B.M. Wali & Y.B. Yelawar. |

S. Y. B. Com. (CBCS 2018 Course)
Semester-IV
C: 404-BUSINESS ECONOMICS-IV

(Total Lecturers-60)

Course Outcomes:

After completion of the course, students would be able to:

1. Understand the demand for Money and Value for Money with various theories and Approach.
2. Understand the concept of Inflation and deflation with its causes and effects.
3. Understand the scope of public finance with types of budget.
4. Understand the features and structure of India Money market and capital market.

1. Demand For Money and Value of Money (16)

- 1.1 Meaning and Demand for money
- 1.2 Quantity theory of money by Fisher
- 1.3 Cash balance approach
- 1.4 Keynesian approach
- 1.5 Friedman's restatement of quantity theory

2. Inflation and deflation (16)

- 2.1 Meaning of inflation
- 2.2 Demand pull inflation and cost pull inflation
- 2.3 Causes and effects of inflation
- 2.4 Inflation in India and its control
- 2.5 Meaning of deflation

3. Public Finance (14)

- 3.1 Meaning, nature and scope of public finance
- 3.2 Budget concept and types of budget
- 3.3 Principle of maximum social advantage

4. Money Market and Capital Market (14)

- 4.1 Nature and structure of money market
- 4.2 Features and components of Indian money market
- 4.3 Defects of money market and measures to correct it
- 4.4 Structure of capital market – Institutions and instruments
- 4.5 Foreign exchange market in India

Recommended Books:

1. D. M. Mithani: Money, Banking, International Trade and Public Finance; Himalaya Publishing House
2. Abhay Pethe: Macro Modelling. Optimal Control and Inflation; Himalaya Publishing House
3. Harish C. Gupta: Introduction to Macro-Economics; Tata McGraw Hill, New Delhi.
4. Banking Commission report(s)
5. Reserve Bank of India: Bulletins
6. Reserve bank of India: Annual Report(s)
7. Report of Currency and Finance
8. Sengupta A.K. and Agrawal M.K. Money Market operation in India : Skylark Publications, New Dheli.

9. Panchmukhi V.R. Rajpuria K.M. and Tondon R : Money and Finance in World Economic Order, Indus Publishing Co. New Delhi.
10. Money and Banking; M.L. Zhingam; Vrinda Publication, Delhi.
11. Datt & Sundharam: Indian Economy; S. Chand & Co. Delhi

S. Y. B. Com. (CBCS 2018 Course)

Semester IV

C411: CORPORATE LAW IV

(Total Lectures 60)

Course Outcomes:

After completion of the course, students would be able to:

1. Understand the different aspects of company meetings, Resolutions and the types of minutes.
2. Understand the characteristics of statutory meeting, Annual general Meeting, Extra ordinary general meeting and Class meeting.
3. Understand the functions and responsibilities of Board of Directors
4. Understand the Company meetings with the other stakeholders of the Company.

1. Company Meetings (Formalities) (15 L)

- 1.1 Introduction, Meaning, Definition and Objectives of Meeting
- 1.2 Essential of Valid Meetings, Proper Convening the Meeting
- 1.3 Notice of the Meeting, Agenda, Quorum and Chairman of the Meeting
- 1.4 Proxy – Definition, Legal Provisions Regarding Proxy
- 1.5 Duties of Secretary Regarding Proxies, Poll, Demand for Poll
Voting- Voting by Show on Hands, Voting through Electronic Means, Postal ballot
- 1.6 Resolution – Definition, Kinds, Distinction between Motion and Resolution, Circulation of Members’ Resolution, Representation of President and Governors in Meeting
- 1.7 Minutes – Meaning, Definition, Types of Minutes
- 1.8 Contents, Provisions, Inspection of Minutes

2. Company Meetings (Members) (15 L)

- 2.1 Introduction and Importance of Meeting
- 2.2 Types of meetings- Statutory Meeting – Characteristics, Notice, Objectives, Statutory Report, Statutory Provisions, Procedure, Statutory Meeting and Rights of Shareholders, Secretarial Duties Relating to Statutory Meeting
- 2.3 Annual General Meeting – Meaning and Need, Period, Provisions, Notice and Objectives of Annual General Meeting, Business Transacted at the Annual General Meeting, Directors Report, Secretarial Duties, Punishment for Default in Complying with Provisions of Sections 96 to 98 of Companies Act 2013.
- 2.4 Extra Ordinary General Meeting – Meaning and Needs, Provisions, Rights of Convening, Procedure, Business Transacted, Secretarial Duties
- 2.5 Class Meeting – Meaning and Need, Period, Provisions

3. Company Meetings (Board of Directors) (15 L)

- 3.1 Introduction, Frequency, Notice, Agenda of Board Meeting
- 3.2 Quorum for Meetings of Board
- 3.3 Requisite of valid meeting
- 3.4 Resolution by circulation
- 3.5 Voting and Minutes of Board Meeting
- 3.6 Procedure for Convening and Conducting Board Meeting
- 3.7 Business Transacted at Board Meeting
- 3.9 Secretarial Duties Before, During and After the Meeting

4. Company Meetings (Others) (15 L)

- 4.1 Meeting of Debentureholders
- 4.2 Meetings of Creditors and Contributories in Winding up
- 4.3 Meetings of Creditors Otherwise than in Winding up
- 4.4 Meeting for Compromises and Arrangements
- 4.5 Secretarial Duties in Connection with Compromise and Arrangements

Recommended Books

1. Analysis of Companies Act, 2013, Corporate Professionals – Where Excellence is Law, CCH-A Wolters Kluwer Business, Corporate Professionals India Pvt. Ltd., New Delhi, Wolters Kluwer (India) Pvt. Ltd., 2013.
2. Bharat's Companies Act, 2013 with comments, Edited by: Ravi Puliani, Adv. Mahesh Puliani, Bharat Law House Pvt. Ltd., New Delhi, 19th Edition, 2013.
3. Insights into the New Company Law – Prachi Manekar Lexis Nexis, Gurgaon, Haryana, India, 2013.
4. Introduction to Company Law, Karn Gupta, Lexis Nexis, 2013, Gurgaon, Haryana, India.
5. Taxman's, Company Law Ready Reckoner, V.S. Datey, Tan Prints (India) Pvt. Ltd. Jhajjar, Haryana, India, 13th September, 2013.
6. The Companies Act, 2013. With Notes to Legislative Clauses. 2014 Edition. Corporate Professionals –Where Excellence is Law, CCH- Wolters Kluwer business. Wolters Kluwer (India) Pvt. Ltd., DLF –Cyber City, Gurgaon, Haryana (India)

S. Y. B. Com. (CBCS 2018 Course)
Semester-IV
C: 421-BANKING AND INSURANCE-IV

Course Outcomes:

After completion of the course, students would be able to:

1. Student able to aware the promotional and development role of RBI.
2. To able to understand role of Reserve Bank of India in foreign exchange control.
3. To able to understand the terms used in insurance and GIC and LIC.
4. Student able to understand the legislations related to insurance sector.

(Total Lecturers-60)

- 1. Promotional and Development Role of R. B. I. (16)**
 - 1.1 Role of R. B. I. in agricultural finance
 - 1.2 Establishment and functions of NABARD
 - 1.3 Participation of banks in Schemes of rural development
 - 1.4 R. B. I. and Industrial finance
 - 1.5 Role of R. B. I. in the establishment of development financial institutions
 - 1.6 R. B. I. and non-banking financial institutions
- 2. R.B.I. and Foreign Exchange Control (16)**
 - 2.1 Changing role of R.B.I. in exchange control
 - 2.2 Current Account and capital account convertibility of Indian Rupee
 - 2.3 Foreign Exchange Regulation Act (FERA)
 - 2.4 Foreign Exchange Management Act under new economic policy of LPG
- 3. Introduction of Insurance (14)**
 - 3.1 Meaning of insurance, Terms used in insurance, insurance and assurance
 - 3.2 Types of Insurance – Life Insurance and General Insurance
 - 3.3 Private insurance companies
 - 3.4 IRDA Regulations
- 4. Insurance Sector legislation (14)**
 - 4.1 Insurance Act of 1938
 - 4.2 L. I. C. Act of 1956 and G. I. C. Act of 1972
 - 4.3 Fundamentals of Agency Law – procedure of becoming an agent
 - 4.4 Code of conduct, unfair practices and cancellation of license
 - 4.5 Insurance Regulatory and Development Authority Act of 1999.

Recommended Books:

1. Gorden. Natrajan "Banking Theory law and practice", Himalaya Publishing House
2. Srivastava, Divya Nigam, Management of Indian Financial Institutions, Himalaya Publishing House
3. Banking Commission report(s)
4. Reserve Bank of India: Bulletins
5. Reserve bank of India: Annual Report(s)
6. Report of Currency and Finance
7. E. Gordon and K. Natarajan, Emerging Scenario of Financial Services, Himalaya Publishing House, Mumbai
8. M. Y. Khan, "Indian Financial System", Tata McGraw Hill.
9. Bharati Pathak, "Indian Financial System",
10. Stigum, Managing Bank Assets and Liabilities, Dow-Jones Irwin.
11. Dudley Lockett, "Money and Banking," McGraw Hill
12. Vasant Desai, "Banks and institutional management," Himalaya Publishing House
13. Dr. P. K. Srivastava, "Banking theory and Practice", Himalaya Publishing House.
1. Functions and Working of the RBI: Reserve Bank of India Publications.
14. Financial Sector Reforms and India's Economic Development: N.A.Majumdar
15. Central Banking and Economic Development: Vasant Desai
16. Monetary Economics: S.B. Gupta
17. Banking in India - S. Panandikar
18. Banking: S.N. Maheshwari
19. Report on Trends and Progress of Banking in India: Reserve Bank of India Publication

S. Y. B. Com. (CBCS 2018 Course)

Semester IV

C431: MARKETING IV

(Total Lectures 60)

Course Outcomes:

After completion of the course, students would be able to:

1. Understand the meaning, basic functions and the structure of the selling organization.
2. Understand the essential skills required to be a Good salesman.
3. Analyse the different personality traits of the salesman.
4. Understand the process of selection, training and motivation of the salesman.

1 Selling organisation (15 L)

- 1.1 Meaning, need, importance, objectives
- 1.2 Basic functions - administrative, operating and staff
- 1.3 Types and structure of selling organization
- 1.4 Size of selling organisation and factors determining the size of selling organisation
- 1.5 Qualities and functions of sales manager.

2 Essentials of Good Salesman (15 L)

- 2.1 Knowledge of salesman about factors relating to his goods
- 2.2 Methods of packaging
- 2.3 Transport
- 2.4 Terms and policies of his organisation
- 2.5 Policies of competitors
- 2.6 Socio - economic political conditions
- 2.7 Prospects and customers
- 2.8 Sources of information

3. Personality Traits of Salesman (15 L)

- 3.1 Physical trait - health, personality, voice, disposition
- 3.2 Mental traits - enthusiasm and cheerfulness alertness, self - confidence, intelligence, wisdom, aptitude
- 3.3 Social traits - general, education, courtesy, behaviour manners tact
- 3.4 Character traits - efficiency, indignity, patience, ambition, memory

4 Selection, Training and Motivation of Salesman (15 L)

- 4.1 Importance of proper selection
- 4.2 Sources of selection - internal and external
- 4.3 Comparative merits and demerits of sources
- 4.4 Importance and objectives of training
- 4.5 Methods of training and instruction
- 4.6 Meaning, necessity and methods of motivation
- 4.7 Financial and non-financial incentives

Recommended Books

- | | |
|--|-----------------------------|
| 1. Modern Marketing Management | Dr. R.S. Davar. |
| 2. Marketing Management in Indian Perspective | S. M. Jha & L.P. Singh. |
| 3. Marketing Research Review | S.A. Chunawalla. |
| 4. Marketing Management | S.A. Sherlekar. |
| 5. Marketing Management | Philip Kotler |
| 6. Marketing | Rajan Nayar |
| 7. Theory of Marketing in Underdeveloped Country | J.N.Chaturvedi. |
| 8. An Introduction to Marketing | Amarchand & B. Varadharajan |

S. Y. B. Com. (CBCS 2018 Course)
Semester IV
C441 – COST AND MANAGEMENT ACCOUNTING-II

(Lectures 60)

Course Outcomes:

After completion of the course, students would be able to:

1. Understand the centralised and decentralised storage system of material and the various stock levels.
2. Understand the classification types and codification of the materials.
3. Understand the Store records with respect to the bin card, stock register and the stock ledgers.
- 4.

1. Material Storage System and Storekeeper (L14)

- 1.1. Meaning and types of storage – centralised storage and decentralised storage system
- 1.2. Functions of storekeeper
- 1.3. Stores routine – fixation of stock levels – minimum, maximum, reordering, average and danger stock levels
- 1.4. Economic Order Quantity (EOQ)
- 1.5. Problems on stock levels

2. Classification and Codification of Materials (L14)

- 2.1 Meaning of classification – types of classification
- 2.2 Meaning of codification of materials – types of codification – numerical, alphabetical, mixed (alphanumeric) and Mnemonic codification.
- 2.3 Stores Layout and material handling - Meaning and objectives
- 2.4 Issue of materials – procedure for issue
- 2.5 Material requisition and bills of material
- 2.6 Transfer of materials

3. Store Records (L12)

- 3.1 Bin Card
- 3.2 Stock Register (Material Control Register)
- 3.3 Stores ledger
- 3.4 Distinction between Bin card & Stores ledger
- 3.5 Pricing of material issues – FIFO (First In First Out), LIFO (Last In First Out), Simple average and Weighted average method
- 3.6 Problems on above four methods (L12)

4. Material Control

- 1.1 Meaning and objectives
- 1.2 Methods of material control – ABC Analysis, Perpetual Inventory System, Physical Verification of Stock- continuous stock taking and periodic stock verification.
- 1.3 Inventory turnover ratios – Meaning and objectives, problems on material turnover ratio.

5. Material Losses: Meaning, Types and Accounting Treatment (L08)

- 5.1 Waste
- 5.2 Scrap
- 5.3 Spoilage
- 5.4 Defectives

Suggested Books

1. Advanced Cost Accounting: Jain – Narang
2. Advanced Cost Accounting : B.K.Bhar
3. Advanced Cost & Management Accounting : Saksena Vaishtha
4. Cost & Management Accounting : problems & solutions P.V.Rathanam
5. Advanced Cost Accounting : N.K.Prasad
6. Advanced Costing & Management Accountancy by Prof.Subhash Jagtap
7. Advanced Cost Accounting : Lal, Sharma Nigam
8. Cost Accounting : Wheldon
9. Journal of I.C.W.A. The Management Accountant
10. Cost Accounting : A Management Emphasis – Horngreen
11. Cost Accounting : Shukla & Grewal

S. Y. B. Com. (CBCS 2018 Course)
Semester IV
C451: BUSINESS ENTREPRENEURSHIP II
(Total Lectures 60)

Course Outcomes:

After completion of the course, students would be able to:

1. Understand the term entrepreneur and entrepreneurship with its features, importance and functions.
2. Understand the different types of entrepreneurs.
3. Understand the role of women entrepreneurship and its growth.
4. Understand the role of service entrepreneurship in the national economy and its opportunities.

1. Entrepreneur and Entrepreneurship	(L15)
1.1 Needs and importance of entrepreneurship	
1.2 Problems of unemployment	
1.3 Features and qualities of entrepreneur	
1.4 Functions of entrepreneur	
1.5 Entrepreneurial motives - David McClelland's theory of need for achievement and Kakinada experiment	
2. Types of Entrepreneurs	(L15)
2.1 Innovative entrepreneur	
2.2 Imitating entrepreneur	
2.3 Educated and uneducated entrepreneur	
2.4 Rich and poor entrepreneur	
2.5 Urban and rural entrepreneur	
2.6 Born and made entrepreneur	
2.7 Fabian and drone entrepreneur	
2.8 Agricultural entrepreneur	
3. Women Entrepreneurs	(L15)
3.1 Role of women in society	
3.2 Growth of women entrepreneurs	
3.3 Areas for women entrepreneur	
3.4 Problems faced by women entrepreneurs	
4. Entrepreneurship in the Service Industry	(L15)
4.1 Role of service sector in the national economy	
4.2 Types of service ventures	
4.3 Service industry management	
4.4 Success factors in service ventures	
4.5 Opportunities to service industry in rural and urban areas	

Recommended Books

1.	Business Environment -	Francies Kherunilam.
2.	Environment & Entrepreneur-	B.C.Tandon.
3.	Business Environment -	Balsubrahmaniyam.
4.	Entrepreneurship -	Dr. P. C. Shejawalkar.
5.	Entrepreneurship -	Dr.Prabhakar Deshmukh.
6.	Business Environment -	Shaikh Saleem.
7.	Business Environment -	K. Aswathappa.
8.	A Practical guide to Industrial -	Srivastava S.B.

9. Entrepreneurs
Innovation and Entrepreneurship - Peter F. Drucker

S. Y. B. Com. (CBCS 2018 Course)
Semester IV
C461: E-COMMERCE II

Course Outcomes:

After completion of the course, students would be able to:

1. Understand the importance of e-business communication along with different models in e-business communication.
2. Understand various Business models for E-commerce.
3. Analyse the E-commerce security issues and the concept of filters.
4. Understand the critical legal and ethical issues of E-commerce.

1. E-Business Communication (L15)

- i. Introduction
- ii. Importance of E-Technology in the E-Business Communication
- iii. Models of E-Business Communication
- iv. E-Business Conferencing
- v. Audio, Documents and Telephone
- vi. Video Conferencing
- vii. E-mail in E-Commerce
- viii. Mobile Communication

2. Business Models for E-Commerce (L15)

- i. E-Business : Meaning, Definitions and Importance
- ii. E-Business Models Based on the Relationships of Transaction Parties
- iii. B2B, B2C, B2E, , B2G, C2C, C2G, G2G, P2P
- iv. E-Business Models Based on the Relationships of Transaction Types
- v. Manufacture Model
- vi. Advertising Model
- vii. Value Chain Model
- viii. Brokerage Model

3. E-Commerce Security (L15)

- i. E-Commerce Security- Concept, Need and Significance
- ii. Basic Security Issues
- iii. Attacking Methods: Hacking, Cracking and Freaking
- iv. Filters: Meaning, Definition of Firewalls, Types of Filters
- v. Cryptology: Encryption and Decryption
- vi. Data Encryption Standards
- vii. Cyber Crimes
- viii. Managing E-Commerce Security

4. Legal and Ethical Issues of E-Commerce (L15)

- i. Legal Issues: Privacy, Intellectual Property Rights, Patents, Electron Contracts
- ii. Ethical Issues: Channel Conflict, Internal Conflicts, Disintermediation, Trust, Non Work Related Use of Internet and Code of Ethics
- iii. Regulatory Framework of E-Commerce

Recommended Books

1. Dave Chaffey, E-Business and E-Commerce Management, Pearson Education, New Delhi
2. Introduction to E-Commerce- SAGE Publication- New Delhi
3. Laudon, Kenneth C and Carol Guercio Traver, E-Commerce Business. Technology Society, Pearson Education, Delhi
4. Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce, Tata McGraw Hill, New Delhi
5. Rich, Jason R: Starting an E-Commerce Business, IDG Books, Delhi
6. Stamper David A, and Thomas L.Case: Business Data Communications, Pearson Education, New Delhi

7. Turban, Efraim, David King et. al, Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi

S. Y. B. Com. (CBCS 2018 Course)
Semester IV
C471: BUSINESS ADMINISTRATION II

Course Outcomes:

After completion of the course, students would be able to:

1. Understand the various forms of business organisations with the legal aspects of the business unit.
2. Understand the productivity and factors affecting the productivity.
3. Understand the recent trends in business management.
4. Understand the concept of industrial sickness and its causes and consequences.

1. Legal Aspects of Business Unit (L15)

- i. Compliance of Legal Requirements in Promoting Business Unit
- ii. Licensing, Registration, Filing Returns and Other Documents.
- iii. Important Legal Provisions Governing Promotion and Establishment of Unit

2. Productivity (L15)

- i. Productivity- Meaning, Importance and Measurement of Productivity
- ii. Factors Affecting Productivity
- iii. Techniques and Measures to Boost Productivity
- iv. Role of National Productivity Council
- v. Product Quality Control ISO-9000, 14000
- vi. Quality Circles

3. Recent Trends in Business Management (L15)

- i. Liberalisation, Privatisation and Globalisation -Meaning, Concepts
- ii. Implications and Consequences of LPG
- iii. BPO, KPO and LPO
- iv. Public Private Partnership (PPP)

4. Industrial Sickness (L15)

- i. Industrial Sickness-Meaning and Definitions
- ii. Symptoms, Causes and Consequences of Industrial Sickness
- iii. Role of Government in Prevention of Industrial Sickness
- iv. Role of BIFR

Recommended Books

1. J Batty McDonald, Industrial Administration and Management
2. K. Aswathappa, Essentials of Business Administration, Himalaya Publications, New Delhi
3. N. Mishra, Modern Business Organisation and Management, Allied Publishers, Mumbai
4. S. C. Saxena, Business Administration, Sahitya Bhavan, Agra
5. Stephen Robbins, The Administrative Process