

2009



North Maharashtra University, Jalgaon

Faculty of Commerce & Management

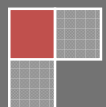
**Syllabus For Bachelor in Business
Management (E-Com)**

Second Year : Semester-IV

w.e.f. June- 2009

**SYLLABUS FOR S.Y.B.B.M.(e-COM)
SEMESTER: IV**

kothari
pm
1/1/2009





North Maharashtra University; Jalgaon

(NACC Accredited 'B' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

BACHELOR IN BUSINESS MANAGEMENT (e-COM)

STRUCTURE OF THE COURSE

NEW SYLLABUS: S.Y.B.B.M. (e-Com) (W.E.F. JUNE -2009)

SEMESTER-IV

SR.NO.	CODE NO	SUBJECT TITLE	MAXIMUM MARKS
Compulsory Papers - All			
1	E 4.1	<i>Financial & Management Accountancy -II</i>	100
2	E 4.2	<i>Direct & Indirect Tax Laws-II</i>	100
3	E 4.3	<i>Business Management</i>	100
4	E4 .4	<i>Programming in ASP With Practical</i>	100
5	E 4.5	<i>Programming In VC++ With Practicals</i>	100
6	E 4.6	<i>Management Information System & Data Security</i>	100
TOTAL MAXIMUM MARKS			600

DIVISION OF MARKS AS INTERNAL & EXTERNAL MARKS

SR.NO.	CODE NO	SUBJECT TITLE	INTERNAL MARKS	EXTERNAL MARKS	TOTAL MARKS
Compulsory Papers - All					
1	E 4.1	<i>Financial & Management Accountancy -II</i>	20	80	100
2	E 4.2	<i>Direct & Indirect Tax Laws-II</i>	20	80	100
3	E 4.3	<i>Business Management</i>	20	80	100
4	E4 .4	<i>Programming in ASP With Practical</i>	20	80	100
5	E 4.5	<i>Programming In VC++ With Practicals</i>	20	80	100
6	E 4.6	<i>Management Information System & Data Security</i>	20	80	100



North Maharashtra University; Jalgaon

(NACC Accredited 'B' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

BACHELOR IN BUSINESS MANAGEMENT (e-COM)

STRUCTURE OF THE COURSE

NEW SYLLABUS: S.Y.B.B.M. (e-Com) (w.e.f. JUNE -2009)

PASSING STANDARD: SEMESTER-IV

Sr. No.	Code No	Subject Title	Internal Marks Out Of 20	External Marks Out Of 80	Total Marks Out Of 100
Compulsory Papers - All					
1	E 4.1	Financial & Management Accountancy -II	08	32	40
2	E 4.2	Direct & Indirect Tax Laws-II	08	32	40
3	E 4.3	Business Management	08	32	40
4	E4 .4	Programming in ASP With Practical	08	32	40
5	E 4.5	Programming In VC++ With Practicals	08	32	40
6	E 4.6	Management Information System & Data Security	08	32	40



North Maharashtra University; Jalgaon

(NACC Accredited 'B' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

New Syllabus: S. Y. B. B.M.(e-Commerce) (W.E.F. June -2009)

SEMESTER: IV

SUBJECT: CODE: E4.1

Financial And Management Accountancy -II

(Management Accountancy)

Compulsory Paper

80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100

Management Accountancy: Total Lectures: 48

1) Management Accountancy

Lectures :4

- a) Introduction, Meaning, Nature And Scope
- b) Role Of Management Accountant
- c) Tools And Techniques Of Management Accounting
- d) Distinction Between Financial Accounting
- e) Cost Accounting and Management Accounting.

2) Budgetary Control

Lectures :6

- a) Preparation Of Various Types Of Budgets
- b) Advantages And Limitations
- c) Budgetary Control Reports To Management
- d) Zero Base Budgeting; Performance Budgeting
- e) Preparation Of Purchase Budget
- f) Production Budget
- g) Sales And Profit Budget
- h) Cash Budget*
- i) Fixed And Flexible Budget*

[*Practical Problems Shall Be Set Only On Cash Budget, Fixed And Flexible Budget.] **Standard Costing And Variance Analysis** Lectures :10

- j) Standard Costing Distinguished From Budgetary Control
- k) Types Of Standards, Determination Of Standards
- l) Variance Analysis; Disposal And Reporting Of Variances To Management
- m) Computation and Analysis of Material Variances and Labour Variances Only.

- 3) **Marginal Costing And Break-Even Analysis** **Lectures :8**
- a) Marginal Costing Distinguished From Absorption Costing
 - b) Application Of Marginal Costing
 - c) Contribution Concept And Decision Making
 - d) Cost-Volume-Profit Relationship
 - e) Break-Even Analysis, Preparation Of Break-Even Charts
 - f) Profit – Volume Graph
 - g) Practical Application of Profit Volume Ratio.
- 4) **Analysis And Interpretation Of Financial Statements** **Lectures :10**
- a) Latest Trends In Presenting Financial Data
 - b) Importance And Limitations
 - c) Meaning, Types And Tools Of Financial Statement Analysis
 - d) Accounting Ratios: Classification, Advantages And Limitations
 - e) Inter-Firm Comparisons
 - f) Computation and Analysis of Accounting Ratios.
- 5) **Cash Flow Statement And Fund Flow Statement** **Lectures :10**
- a) Classification Of Cash Flows
 - b) Preparation Of Cash Flow Statement
 - c) Preparation Of Fund Flow Statement

Books for Management Accountancy

- 1) Management Accountancy – Dr S. N. Maheshwari
- 2) Financial Management – Dr S. N. Maheashwari
- 3) Management Accountancy – Manmohan and Goel
- 4) Advanced Cost Accounting. - Saxena and Vaishish
- 5) Advanced cost Accounting. - Jain and Narang



North Maharashtra University; Jalgaon

(NACC Accredited 'B' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

New Syllabus: S. Y. B. B.M.(e-Commerce)

(W.E.F. June -2009)

SEMESTER: IV

SUBJECT: CODE: E 4.2

Direct & Indirect Tax Laws –II

(With Tax Base Software.)

Indirect Taxation –Law and Practice.

Compulsory Paper

80+20 Pattern: External Marks 80 +Internal Marks 20 = Total marks: 100

Division Of Marks

- Indirect Taxation: External Marks 50 (theory only) +Internal Marks 10 = Total marks:60
- Tax Base Software : External Marks 30 (theory 10 +Practical 20) +Internal Marks 10 = Total marks: 40

• Applicable To The Academic Year As Assessment Year

1) **Maharashtra Value Added Tax Act -2002 : (MVAT ACT 2002) (5 Periods)**

- a) Definitions
- b) Agricultural
- c) Business
- d) Capital
- e) Assets Dealer
- f) Goods, Person & Purchase Price,
- g) Sales Resale,, Sale Price Turnover Of Purchase, Turnover Of Sales, (5 Periods)
- h) Registration(5 Periods)
- i) Incidence And Levy Of Tax. (5Periods)
- j) Returns And Assessment(5 Periods)

2) **Service Tax Basics Concepts Periods**

- a) Extent ,Commencement Of Service Tax
- b) Charge Of Service Tax
- c) Taxable Service
- d) Value Of Taxable Service
- e) Methods Of Classification Of Taxable Service
- f) Service Tax Procedure : Registration Payment Of Service Tax (Section68 & 69)
- g) Return Of Service Tax (Section 70)
- h) Self Assessment & Provisional Assessment (Sec70)
- i) Offences & Penalties (Section 76 And 80)

3) **TAX BASE Software Practices**

14Periods.

Recommended Books

1. *Indirect Taxes By Rajesh Gayal & Vikas Khadloya*
2. *A Hand Book of Service Taxes (Law, Practice & Procedure) By C. Parthasarathy*
Dr. Sanjiv Agrawal
Dr. Raja J Chelliah
3. *Indirect Taxes By Datey V.S.*
4. *Compliances Of MVAT ACT 2002 By M.S.Mathuria, Mr Jagruti P Jain, Prof. Dilip Phadake.*



North Maharashtra University; Jalgaon

(NACC Accredited 'B' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

New Syllabus: S. Y. B. B.M.(e-Commerce) (W.E.F. June -2009)

SEMESTER: III

SUBJECT: CODE: E4.3.

Business Management

Compulsory Paper

80+20 Pattern: External Marks 80 +Internal Marks 20 = Maximum Total marks: 100

Objectives

- 1) The course aims to provide basic concepts and knowledge with Regard to business and its various functional areas.
- 2) To provide fundamentals knowledge and exposure to the Concepts, theories and Practices in the field of management.

Total Lectures: 48

- 1) **Introduction** **Lectures- 12**
 - a) Concept, Nature and Scope Of Business.
 - b) Concept of Business As A System.
 - c) Business and Environment Interface.
 - d) Business Objectives: Profit Maximization Vs Social
 - i) Responsibility of Business.
 - e) Business Ethics and Values.
 - f) Code Of Conduct And Corporate Governance.
- 2) **Management** **Lecture- 14**
 - a) Introduction
 - b) Meaning, Nature and Characteristics of Management.
 - c) Scope and Functional Areas of Management.
 - d) Management as a Science, Arts Or Profession.
 - e) Management / Administration.
 - f) Principle of Management.
 - g) Social Responsibility of Management and Ethics.
- 3) **Planning And Decision Making** **Lecture- 14**
 - a) Introduction
 - b) Nature, Objectives and Importance Of Planning.
 - c) Types of Plans (In Brief Only).
 - d) Planning Process

4) Decision Making**Lecture- 14**

- a) Process /Steps of Decision Making.
- b) Types of Decision Making.

5) Organizing And Staffing**Lecture- 14**

- a) Organizing.
- b) Nature Of Organization.
- c) Process of Negation.
- d) Principle of Organization.
- e) Types of Organization- Departmentation Committee.
- f) Centralization vs. Decentralization.
- g) Authority- Responsibility.
- h) Span of Control.
- i) Staffing: Concept, Nature and Importance of Staffing.

6) Directing**Lectures- 6**

- a) Meaning And Nature Of Directing
- b) Concept and Leadership Styles.
- c) Motivation.
- d) Communication- Meaning and Importance.
- e) Coordination- Meaning, Importance and Technique of Co-Ordination.

7) Controlling**Lectures- 6**

- a) Nature and Scope of Control.
- b) Types of Control.
- c) Control Process.
- d) Control Technique- Traditional and Modern.
- e) Effective Control System.

RECOMMENED BOOKS

1. Principles Of Management: T.Ramasami,Himalaya Publication
2. Management :VSP,Rao & V.Harikrishna, Excell Books
3. Management: Reddy & Tripathi



NORTH MAHARASHTRA UNIVERSITY; JALGAON
(NACC Accredited 'B' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

New Syllabus: **S. Y. B. B.M.(e-Commerce)** (W.E.F. June -2009)
SEMESTER: IV

SUBJECT: CODE: E4.4

Programming In ASP (With Practical)

Compulsory Paper

80+20 Pattern: External Marks 80 (theory 60 + Practical 20) +Internal Marks 20 = Total Marks: 100

Total Lectures: 48

- | | |
|--|-------------|
| 1) Introduction To ASP | L-10 |
| a) What Is ASP | |
| b) Variables | |
| c) ASP Control Structures | |
| d) Objects, Properties | |
| e) Methods, Events | |
| 2) The Request & Response Object | L-06 |
| a) The Request Object | |
| i) Handling Browser – Server Communication | |
| ii) Sending Info To The Server | |
| iii) Sending Info Back To The Client | |
| iv) The Request Object | |
| v) Request Object Collections | |
| vi) Request Object Properties & Methods | |
| b) Response Object | |
| i) The Response Object | |
| ii) Response Object Collections | |
| iii) Response Object Properties & Methods | |
| 3) Applications, Sessions & Server Object | L-4 |
| a) The Application Object | |
| b) Application Variables & Collections | |
| c) Application Object Methods | |
| d) Global .ASA | |

4) Session And Server Object L-8

- a) The Session Object
 - i) The Session Object Collections
 - ii) The Session Object Properties & Methods
- b) The Sever Object
 - i) The Server Object Properties & Methods

5) ASP & Data Handling L-10

- a) Universal Data Access – OLEDB, ODBC, ADO
- b) The Collection Object
- c) The Record Set Object & Field Object
- d) The Command & Parameter Object

6) The Scripting Object L-10

- a) What Are Scripting Objects
- b) Creating Instances Of Scripting Objects
- c) Dictionary Object
- d) File System Object
- e) The Regular Exp Object

Practical Based On ASP

1. Write A Program In ASP To Handle Form Data Using GET Method.
 2. Write A Program In ASP To Handle Form Data Using POST Method.
 3. Write A Program In ASP To Create Simple Chart.
 4. Write A Program For Hit Counter Using Application Variable.
 5. Write A Program In ASP To Demonstrate Dictionary Object.
 6. Write A Program In ASP To Insert Data In Database Table.
 7. Write A Program In ASP To Delete And Modify Data In Database Table.
 8. Create ASP Application For Voting Facility.
 9. Create ASP Application For Guest Book.
 10. Write A Program In ASP To Create Text File, Write And Read Data Using Text Stream
- f) Object.

Reference Books

1. ASP 3 Programming Bible – Eric A Smith – IDG Books
2. Beginning Active Server Pages 3.0 – David Busser Etc Wrox Press LTD.

North Maharashtra University; Jalgaon
(NACC Accredited 'B' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

New Syllabus: S. Y. B. B.M.(e-Commerce) (W.E.F. June -2009)
SEMESTER: IV

SUBJECT: CODE: E4.5

PROGRAMMING IN VC++(With Practicals)

Compulsory Paper

80+20 Pattern: External Marks 80 (Theory 60+Practicals 20) +Internal Marks 20 = Total marks: 100

Total Lectures: 48

1) Windows Basics

Lectures:4

- a) Windows Architecture,
- b) Difference Between Dos & Windows,
- c) Structure Of A Windows Program,
- d) Hungarian Notation,
- e) Data Structures,
- f) Registering The Window Class,
- g) Creating The Window,
- h) Displaying The Window,
- i) The Message Loop
 - i) The Window Procedure
 - ii) Processing The Messages.
 - iii) Queue & Non-Queue Messages.

2) Painting With Text

Lectures:5

- a) Wm_Paint Message,
- b) Valid & Invalid Rectangle,
- c) An Introduction To Gdi,
- d) Methods Of Obtaining Handle Of Device Context.

3) Essential Graphics

Lectures:5

- a) Gdi Primitive
- b) Lines,
- c) Filled Areas,
- d) Bitmap,
- e) Text,



- f) Path,
- g) Region.

4) Visual C++ Basics **Lectures:8**

- a) Visual C++ And Windows Programming,
- b) Structure Of Vc++ Application,
- c) Class Wizard,
- d) Application Wizard,
- e) Mfc Hierarchy,
- f) Features Of Mfc,
- g) Doc-View Architecture.

5) Device Context **Lectures:5**

- a) Device Context,
- b) A Dc Example,
- c) Stock Object,
- d) Using Various Types Of Color & Brush In Windows Application.

6) Dialog And Controls **Lectures:3**

- a) Dialog Boxes,
- b) Common Button Control,
- c) Check Box Control,
- d) Radio Button Control,
- e) List Box,
- f) Combo Box And Slider Control.

7) Menu, Keyboard Accelerator & Property Sheet **Lectures:4**

- a) Windows Menu,
- b) Menu Commands,
- c) Attaching Keyboard Accelerator To Menu Items,
- d) C Property Sheet Class,
- e) C Property Page Class.

8) Tool Bar & Status Bar **Lectures:5**

- a) Toolbars, Tooltips, Status Bar.

9) Persistence & File I/O **Lectures:5**

- a) File Basics, Files And Windows Applications, Serialization.

10) Data Base Application **Lectures:4**

- a) Creating Data Base Application.

Windows Programming

- 1) Write a windows program to display rectangle on mouse left click.
- 2) Write a windows program to fill background of client area window by using various style of brush.
- 3) Write a windows program to display circle on left click & erase on right click.
- 4) Write windows program to draw text on clicking mouse right button.
- 5) Write windows program to display various types of region.

Visual C++ Programming

- 1) Create a SDI application to display number of left click and right click.
- 2) Create a SDI application to display dialog box on clicking mouse left button for entering student information. If user enters information and click OK button the data is transferred to client area window.
- 3) Demonstrate use of radio button & list box.
- 4) Demonstrate use of toolbar & status bar.
- 5) Create a SDI application to demonstrate use of property sheet.
- 6) Create a SDI application with various menu options. Display the selected menu items in the client window and also attach keyboard accelerator to menu items.
- 7) Demonstrate use of doc-view architecture.
 - b) Create access database with a single table of your choice. Fill at least five / six records in it. Display the contents of table in Edit box of dialog in SDI application

REFERENCE BOOKS:

- 11) Charles Petzold, "Programming windows", Microsoft Corporation, Fifth edition, 1999.
- 12) Yashavant P.Kanetkar, "Visual C++ Programming", BPB publications 2002
- 13) David J. Kruglinkski, "Programming Microsoft VC++", Microsoft Press.
- 14) Hitesh Sanghavi, " Programming with vc++", Vikas Publishing house, 2002.
- 15) Steven Holzner. "Visual C++ 6.0", BPB publications, 2002.

North Maharashtra University; Jalgaon

(NACC Accredited 'B' Grade University)

FACULTY OF COMMERCE & MANAGEMENT

New Syllabus: S. Y. B. B.M.(e-Commerce) (W.E.F. June -2009)

SEMESTER: IV

SUBJECT: CODE: E4.6

Management Information System & Data Security

Compulsory Paper

80+20 Pattern: External Marks 80 (Theory 60+Practicals 20)+Internal Marks 20 = Total marks: 100

Total Lectures: 48

- | | |
|---|-------------------|
| <p>1) Introduction To Management Information System(MIS)</p> <p>a) Definition</p> <p>b) Need of MIS</p> <p>c) Advantages</p> | Lectures 4 |
| <p>2) Management And Systems</p> <p>a) Advances In Management</p> <p>b) The Process of MIS Development</p> <p>c) MIS Organization</p> <p>d) Information Dynamics</p> | Lectures 7 |
| <p>3) Planning</p> <p>a) Design And Implementation of MIS</p> <p>b) IS Strategic Planning</p> <p>c) MIS Design - Gross Design Concepts</p> <p>d) Detail Design Concepts</p> <p>e) MIS Implementation</p> <p>f) Acquiring Information Systems : Contemporary Approaches</p> | Lectures 5 |
| <p>4) System Life Cycle</p> <p>a) Information Flow</p> <p>b) Entity Relationship Modeling</p> <p>c) Data Modeling</p> <p>d) Detailed Process Analysis Data Flow Diagrams</p> | Lectures 7 |
| <p>5) Decision Making With MIS</p> <p>a) System Concepts For MIS</p> <p>b) Data</p> <p>c) Information And Communication</p> | Lectures 5 |



d) Problem Solving And Decision Making

6) **IS Security, Control System Success And Failure**

Lectures 7

a) The Future Trends In MIS

b) The Emerging IT Trends

c) Electronic Data Interchange

d) Objected Oriented Approach

e) Networking (Information System Highway)

f) Extended Enterprise Systems

g) Managing International Information System

7) **Data Security**

Lectures 13

a) Meaning of Data Security

b) Principles Data Security

c) Physical & Logical Data Threats

d) Types Of Threats To Data Security

e) Identifying Major Security Threats

f) Periodic Reviews Of The Information Assets

g) Steps or Process In Conducting Security Review

h) Role of The Security Administrator

i) General Data Security Measures

j) Remedial Measures For Data Security

k) Control O F Last Resorts-Insurance & Disaster Recovery Plan

l) Organisational Issues

Recommended Books

1. Information System Control and Audit: Ron Web, Pearson Education.

2. Comprehensive Guide on Information System: I.C.A.I. Publications

THE END