"Education for Knowledge, Science and Culture"

- Shikshanmaharshi Dr. BapujiSalunkhe

Shri. Swami Vivekanand Shikshan Sanstha's
VIVEKANAND COLLEGE, KOLHAPUR
(AUTONOMOUS)

Draft Syllabus

B. B.A. Part – II, Semester III & IV, CBCS

Syllabus with effect from June, 2021

CBCS Structure

Sr. No.		Course Name	Course Code	Credits	CA	CIE	Marks
		Semester- III					
1	CGPA	Fundamentals of Entrepreneurship	CC1372C	4	60	40	100
2		Management Accounting - I	CC1373C	4	60	40	100
3		Service Marketing	CC1374C	4	60	40	100
4		Strategic Management	CC1375C	4	60	40	100
5		E-Commerce- I	CC1376C	4	60	40	100
6		Statistical Techniques for Business - I	Allied Course 1377C	4	60	40	100
7		Environmental Study	AECC-EVS				
		Semester- IV					
1	CGPA	Entrepreneurship & Project Management	CC1378D	4	60	40	100
2		Management Accounting - II	CC1379D	4	60	40	100
3		Production & Operation Management	CC1380D	4	60	40	100
4		Research Methodology	CC1381D	4	60	40	100
5		E-Commerce- II	CC1382D	4	60	40	100
6		Statistical Techniques for Business - II	Allied Course 1383D	4	60	40	100
7		Environmental Study	AECC-EVS				
		Total					1300

BBA-II

Syllabus (New Structure, 60-40) SEM.-III

Semester	**III**	Total credit	**4**
Course code	**CC-1372C**	Credit pattern	**L-60 Hrs.**
Course title	**Fundamentals of Entrepreneurship**		

Course Objective: To understand entrepreneurial opportunities, social entrepreneurship and group entrepreneurship.

	Course Outcome At the end of this course learners will able to
CO 1	Describe the concept of for Entrepreneurship
CO 2	Understand the process of EDP
CO 3	Define the concept Women Entrepreneurship, social and group Entrepreneurship

Marks-100	**Lectures-60**	**Credit-4**

Module	Content	Teaching hours
I	**Entrepreneur: -** Meaning, Qualities of Successful Entrepreneur, Characteristics, Types – Functions, concept of Intrapreneur, Netpreneur.	15
II	**Entrepreneurship: -** **a)** Difference between entrepreneur and Entrepreneurship Theories of Entrepreneurship –Schumpeter-Max Weber – Peter Drucker b) Barriers to entrepreneurship – Environmental barriers, economic barriers, personal barriers to entrepreneurship Factors stimulating entrepreneurship	15
III	**Entrepreneurship development: -** concept, objectives of EDP Phases of EDP. Institutions for Entrepreneurship Development - EDII Ahamedabad- NIESBUD New Delhi – MCED-Aurangabad	15
IV	**Women Entrepreneurship** Definition & Characteristics of women entrepreneurs, Causes of limited growth in India, Remedies for Women Entrepreneurship Development, Development of women entrepreneurs **Social Entrepreneurship**- Concept and Need.	15

	Group Entrepreneurship- Concept, Meaning, and Significance of group entrepreneurship. Techniques- Manners and etiquettes to be maintained during an interview; Sample Questions Commonly asked During Interview	

Learning Recourses		
1	Reference Books	1. Entrepreneurship Development Prof. E. Gordon & K. Natarajan, " 2. Entrepreneurship Development", N.P. Singh, "- Theories &Practices. 3. Entrepreneurship & Entertainment Development M. Gangadhar Rao 4. Entrepreneurship Development Dr. S. A Gupta and Dr.Arjun Mittal 5. Entrepreneurial Development Khanka S. S. 6. Vasant Desai - "The Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, Mumbai, Sixth Edition,2010.

Semester	**III**	Total credit	**4**
Course code	**CC-1373C**	Credit pattern	**L-60 Hrs.**
Course title	**Management Accounting-I**		

Course Objectives:

1. To develop an understanding of the conceptual framework of management accounting.

2. To understand the process of budgeting and use of marginal Costing and standard costing.

	Course Outcome
	At the end of this course learners will able to
CO 1	Define the conceptual framework of Management Accounting.
CO 2	Illustrate the process of budgeting and use of marginal and standard Costing.

Marks-100 **Lectures-60** **Credit-4**

Module	Content	Teaching hours
I	**Management Accounting: -** Meaning and Definitions, Functions of Management Accounting, Tools and techniques of management accounting Differences between Financial Accounting and Management Accounting, Differences between Cost Accounting and Management Accounting.	15
II	**Budgets and Budgetary Control:** - Concept of Budgets and Budgetary control, Types of budgets, Introduction of other budgets, Objectives and Advantages, Steps in budget Preparation of Cash Budget, flexible budget.	15
III	**Marginal Costing and Break-Even Analysis**: Concept of marginal cost, concept of marginal costing, **CVP Analysis,** Break-Even Analysis. Practical Problems of Break-even analysis, Decision making under Break- Even Analysis	15
IV	**Standard Costing:** Concept of standard cost and standard costing, setting of standards, Advantages and Disadvantages of standard costing, Limitations of standard costing**.** **Practical Problems on material and Labor variance.**	15

Learning Recourses		
1	Reference Books	1) Cost Accounting ------------------------- M. N. Arora 2) Management Accounting -------------------I. M. Pandey 3) Management Accounting ----------------- Shashi Gupta & R. K. Sharma 4) Principles Of Management Accounting – Dr. S. N. Maheshwari

Semester	**III**	Total credit	**4**	
Course code	**CC1374C**	Credit pattern	**L-60 Hrs.**	
Course title	**Service Marketing**	Marks	**100**	

Course Objectives: The purpose of this course is to acquaint the participants with the unique challenges faced by service marketers and augment skills and thinking to effectively marketing of services.

	Course Outcome
	At the end of this course learners will able to
CO 1	To understand the concept of service marketing.
CO 2	To learn about marketing process for different types of products and services.

Module	Syllabus	Teaching hours
I	**Introduction to service marketing-**Meaning, definitions, characteristics, classification and components of services. Increasing significance of service sector in Indian Economy.	15
II	**Service consumer behavior**- Consumer behavior leading to services, consumer decision process for services, client expectations and perceptions of service, service quality dimensions.	15
III	**Service delivery process-**Managing service encounters for satisfactory outcomes, service failure, process of service recovery, customer retention and benefits, developing the service blueprint, quality function deployment, service innovations.	15
IV	**Challenges of service marketing-** Marketing planning for services, developing and managing client service function, maintaining quality of services, relationship marketing. CRM in Natural calamities situation, effects on services	15

Learning Recourses		
1	Reference Books	1. Bitner & Valarie Zeithaml-Service Marketing, McGrow-Hill/ Irwin 3rd Edition (July 16,2002)
		2. Audrey Gilmore- Service Marketing Management, SAGE, 2003
		3. Peter Mudie and Angela Pirrie-Service Marketing Management, Routledge,2012

Semester	**III**	Total credit	**4**	
Course code	**CC1375C**	Credit pattern	**L-60 Hrs.**	
Course title	**Strategic Management**	Marks	**100**	

Course Objectives: The course is designed to cover fundamental issues with regard to corporate and business strategy, and the implementation and process aspects of strategic management.

	Course Outcome
	At the end of this course learners will able to
CO 1	Understand the organization's vision, mission, examine principles, techniques and models of organizational and environmental analysis.
CO 2	Describe Strategy formulation and implementation such as corporate governance and business.

Module	Syllabus	Teaching hours
I	**Introduction of Strategic Management:** Concept of mission, Vision, Objectives, Concept of strategy, importance of strategy, Levels of strategy, strategic management process-Different Phases	15
II	**Environment Analysis:** concept and characteristics of environment, Components of internal environment, SWOC, Components of external environment, PESTEL Framework-Porter's Five Force Model.	15
III	**Strategies Types and Analysis:** Corporate Strategies: Stability strategy, expansion strategy, retrenchment strategy- advantages and disadvantages, Competitive strategy: Cost Leadership, Differentiation and focus Strategy-Types- advantages and Disadvantages	15
IV	**Strategic Evaluation and Control:** Strategic evaluation: Importance, Problems-Benchmarking for Strategy evaluation. Strategic control: Types and techniques of strategic control, operational control-managing strategic change-types, mechanism and process of managing strategic change-strategy in global environment-social & environment sustainability issues in	15

| | | strategic management, Triple bottom line-Role of Different Strategists- Contemporary practices of strategic management. | |

	Learning Recourses	
1	Reference Books	1. Gregory G. Dess and G. T. Lumpkin-Strategic Management, McGrow-Hill education 2002
		2. John A. Pearce and Richard Bradem Robinson- Strategic Management- Formulation, Implementation & Control, Irwin/Mcgrow-Hill,1997
		3. Fred R. David-Strategic Management, Merrill, 1991
		4. Charles W. L Hill and Gareth R. Jones-Strategic Management Theory an integrated approach, Houghton Miffin, 2007

Semester	**III**	Total credit	**4**	
Course code	**CC1376C**	Credit pattern	**L-60 Hrs.**	
Course title	**E-Commerce-I**	Marks	**100**	

Course Objectives: To make students aware and competent to use internet and E-commerce as a tool for strategic business controls and new business startups with effective case study examples and recent developments and reforms in E-commerce sector.

	Course Outcome
	At the end of this course learners will able to
CO 1	Recognize the impact of Information and Communication technologies, especially of the Internet in business operations.
CO 2	Recognize the fundamental principles of e-Business and e-Commerce.
CO 3	Distinguish the role of Management in the context of e-Business and e-Commerce.
CO 4	Explain the added value, risks and barriers in the adoption of e-Business and e-Commerce.

Module	Syllabus	Teaching hours
I	**Introduction to E-Commerce and M-Commerce** Concept, features and functions of ecommerce and M-commerce, Scope and basic models of E- Commerce, Benefits of E-commerce Comparison with traditional commerce Value chain in E-commerce, Porter's value chain model **Mobile applications and Business strategy** Need and significance of mobile app, Impact of mobile app over website, various types of mobile apps and its business model, revenue generation using mobile app, consumer benefits using mobile app recurring revenue model using app, Mobile app development and business strategy, advantage limitations opportunity and threats using mobile app **Ecommerce for outsourcing industry** Study of KPO, BPO, LPO, RPO etc. **Power of e-commerce and M-commerce** and its impact on Asian / Global market and Growth opportunity and threats for Indian	15
II	**Introduction to E-Commerce and M-Commerce** Concept, features and functions of ecommerce and M-commerce, Scope and basic models of E- Commerce, Benefits of E-commerce Comparison with traditional commerce Value chain in E-commerce, Porter's value chain model **Mobile applications and Business strategy** Need and significance of mobile app, Impact of mobile app over website, various types of mobile apps and its business model , revenue generation using mobile app, consumer benefits using mobile app recurring revenue model using app , Mobile app development and business strategy , advantage limitations opportunity and threats using mobile app	15

	Ecommerce for outsourcing industry Study of KPO, BPO, LPO, RPO etc. **Power of e-commerce and M-commerce** and its impact on Asian / Global market and Growth opportunity and threats for Indian	
III	**Internet, WWW and web page Basics** Evolution of Internet introduction to various web protocols Domain Names and Internet Organization (.Edu, .com, .ac.in,.res.mil,.gov, .net etc.) and deciding proper web domain Building Own Website policy and web hosting 1 Reasons for building own website 2 Benefits of Website 3 Cost, Time, Reach 4 Registering a Domain Name 5 Web promotion using Target email, Banner Exchange, Shopping Bots popup 6. website registration 7. comparative study of hosting plans **Website –** Meaning of Website and Webpage, static, Dynamic web site, importance of website and home page and its features, guidelines for constructing the web page. Basic structure of website	15
IV	**Functions & Applications of E-commerce** *E- Marketing –* Traditional Marketing V/s E-Marketing, Impact of Ecommerce on markets, Marketing issues in E-Marketing, Promoting your E Business, Direct Marketing – One to One Marketing. *E-Finance: -* Areas of E- Financing, E- Banking, Traditional Banking V/s E- Banking, Operations in E-Banking & net banking core banking system concept. Opportunity and threats in E-finance sector **E-Trading** – Stock market trading Importance and advantages of E-Trading D-mat account. Introduction to BSE, NSE and introduction to various stock exchange, various E-trading facility concepts and leading company in India. Commodity market, Mutual funds currency and other derivative Markets in India benefits need and limitation of E-trading **Functions of ecommerce** 1. Change prices instantly 2. Monitor inventory in real-time 3. Track location and status of all merchandise 4. Set rules for Web order fraud 5. Capture and analyze customer information 6. Manage order fulfilment better 7. Get price management reports 8. Analyze sales across channels 9. Third-party interface business 10. VAT / Tax and shipping costs	15

Learning Recourses

| 1 | Reference Books | 1. E-Commerce Concepts, Models, Strategies- :- G.S.V.Murthy Himalaya Publishing House
2. E- Commerce: - Kamlesh K Bajaj and Debjani Nag
3. Electronic commerce: - Gray P. Schneider
4. E-Commerce, Fundamentals & Applications: Chand (Wiley)
5. Computer Today – S. Bansundara.
6. E – Commerce – S Jaiswal
7. E – Business – Kittel Amer |

Semester	**III**	Total credit	**4**	
Course code	**Allied Course-1377C**	Credit pattern	**L- 60 Hrs.**	
Course title	**Statistical Techniques for Business-II**	Marks	**100**	

Course Objective:

i) To classify, tabulate and represent the data graphically.

ii) To compute and interpret various measures of central tendency, dispersion.

iii) The basic concepts of simple correlation, Relation between two Variables linear regression.

iv) To showing average changes in one or more related variables over time and space.

	Course Outcome
	At the end of this course learners will able to
CO 1	Use various graphical and diagrammatic techniques and interpret.
CO 2	set process data, characterize the process behavior using descriptive statistics.
CO 3	Compute correlation coefficient, regression coefficient.
CO 4	Index number helps to study such change's effect due to factors that cannot be directly measured.

Module	**Syllabus**	**Teaching hours**
I	**Introduction to Statistics:** 1.1) Meaning of Statistics, Scope of Statistics: In Industry, Economics, and Management Sciences. 1.2) Meaning of primary and secondary data. Frequency and Frequency Distribution. 1.3) Construction of Histogram and Ogive Curve, Frequency curve and Frequency polygon. Numerical examples. Measures of Central Tendency (MCT) (Location): 1.4) Meaning of MCT. Requirements of good MCT. 1.5) Definition: Arithmetic Mean, Combined A.M., Median, Mode. 1.6) Merits and demerits of Mean, Median, Mode, Quartiles. Numerical Examples.	15

II	**Measures of Dispersion(variability):** 2.1) Meaning of Dispersion. Requirements of good Measure of Dispersion. 2.2) Absolute and Relative Measure of Dispersion. Definition M.D., S.D. and their relative Measures. Variance, Combined Variance, C.V. 2.3) Concept of bivariate data, scatter diagram. Concept of correlation, positive correlation, negative correlation, cause and effect relation 2.4) Methods of Studying **Correlation:** i) Scatter Diagram. ii) Karl Pearson's Correlation Coefficient.iii) Spearman's Rank Correlation Coefficient. 2.5)) Interpretation of r = −1, 0, 1 and numerical problems.	15
III	**Regression :** 3.1) Concept of Regression Regression Coefficients and Equations of Line of Regression. (Statement only) 3.2) Properties of regression coefficients (Statement only) 3.3) Relation between Correlation Coefficient and Regression Coefficients. 3.4) Introduction to Non linear regression viz; Quadratic, Exponential . 3.5) Numerical Examples	15
IV	**Index Number:** 4.1) Meaning and Need of Index Numbers. Use of Index Numbers. 4.2) Problems in Construction of Index Numbers. 4.3) Types of Index Numbers: Price, Quantity and Value Index Numbers. 4.4) Methods of Constructing Index Numbers. i) Unweighted Index Numbers: By Simple Aggregate Method and Simple Average of Relative Method. ii) Weighted Index Numbers: By Laspeyre's, Paasche's and Fisher'sPrice and Quantity Index Numbers. 4.5) Value Index Numbers. 4.6) Simple Examples.	15

Semester	**IV**	Total credit	**4**	
Course code	**CC1378D**	Credit pattern	**L-60 Hrs.**	
Course title	**Entrepreneurship and Project Management**	Marks	**100**	

Course Objective: To prepare their own proposal of their business with the help of project report.

	Course Outcome At the end of this course learners will able to
CO 1	Describe the role and importance of entrepreneurship for economic development.
CO 2	Understand the key steps in the elaboration of business idea.
CO 3	Define the stages of the entrepreneurship for the successful development of entrepreneurial ventures.

Module	Syllabus	Teaching hours
I	Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurships - Intrapreneur - Role of entrepreneurship in economic development.	15
II	Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmer - need - objectives – course contents - phases – Startup schemes of Government of India	15
III	Project Management: Meaning of project - concepts - categories - project life cycle, phases - characteristics of a project – project manager - role and responsibilities of project manager.	15
IV	Project identification - selection - project formulation – contents of a project report Sources of finance for a project - Institutional finance supporting projects project evaluation - objectives - types - methods.	15

Learning Recourses

1	Reference Books	1. Dr. S. S. Khanka-Entrepreneurial Development, S. Chand Publication 2. S. Anil. Kumar, S.C. Poornima, K. Jayshree- Entrepreneurship Development 3. Dr C B Gupta and Dr N P Srinivasan-Entrepreneurial Development 4. V Desai- "Dynamics of Entrepreneurial Development and Management" 5. Dr P T Vijayashree & M Alagammai-Entrepreneurial Development and Small Business Management

Semester	**IV**	Total credit	**4**
Course code	**CC1379D**	Credit pattern	**L-60 Hrs.**
Course title	**Management Accounting- II**	Marks	**100**

Course Objectives: To understand analysis and interpretation of financial statement, funds flow and cash flow.

	Course Outcome
	At the end of this course learners will able to
CO 1	Understand analysis and interpretation of financial Statement
CO 2	Know the basics of human resource accounting
CO 3	Understand the concept of Funds flow and cash flow

Module	**Syllabus**	**Teaching hours**
I	**Analysis and Interpretation of Financial statements** Ratio analysis nature of Ratio Analysis classification of Ratios, significance of Ratio analysis, Practical problems- Basic level.	15
II	**Funds Flow Analysis** Concept of Funds, Concept of Flow of Funds, Components of sources and application, Importance of funds flow analysis, Practical Problems	15
III	**Cash Flow Analysis-** Concept, Components of Inflow and Outflow, Importance of Cash flow analysis, difference between funds flow analysis and cash flow analysis. Practical Problems	15
IV	**A) Human Resource Accounting:** Meaning and Basic concept, significance of Human Resource Accounting, Advantages of HRA, **B) Reporting to Management:** Objectives, Types of Reports, Use of Reports by Management	15

Semester	**IV**	Total credit	**4**	
Course code	**CC1380D**	Credit pattern	**L-60 Hrs.**	
Course title	**Production & Operation Management**	Marks	**100**	

Learning Recourses			
1	Reference Books	1. Cost Accounting -------------------------- M. N. Arora	
		2. Management Accounting -------------------I. M. Pandey	
		3. Management Accounting ----------------- Shashi Gupta & R. K. Sharma	
		4. Principles Of Management Accounting – Dr. S. N. Maheshwari	

Course Objectives: This course is designed to help the students understand the role of operations in improving the efficiency of an organization including both manufacturing and services.

	Course Outcome
	At the end of this course learners will able to
CO 1	get knowledge about functions and process of production management
CO 2	Students come to know about recent trends in production management
CO 3	understand production concept along with quality management.

Module	Syllabus	Teaching hours
I	**Introduction to Production Management** Meaning, and nature, scope, importance of production management, functions of production & operation in relationship of other department with manufacturing department, types of production system – continues, intermittent, job batch	15
II	**Factory Location and Plant Layout** Plant location & plant layout concept, factors affecting plant location Plant layout – concept, factors affecting plant layout, types of layouts, - proun, product, fixed position layout – features and comparison of each	15

III	**Production Planning & Control:** capacity planning, aggregate planning, Forecasting demand, PPC – concept, elements of PPC – rout up, scheduling load dispatching following, JIT, concept of inspection, quality control and quality assurance & TQM	15	
IV	**Materials management:** Concept, functions of materials management, concept and functions of inventory control, levels of stock, functions of stores department, purchasing function, ABC analysis – steps and problems, introduction to VED, HML Analysis	15	

Learning Recourses		
1	Reference Books	1. Kanishka Bedi-Production and Operation management, Oxford University Press, 2. R. Panneersselvam- Production and Operation management, PHI Learning 3. Dr. Niaz Ahmed Siddiqui and Dr. Shahnavaz Alam- Production and Operation Management, Neg Age International (P) Ltd Publishers 4. S. N. Chary- Production and Operation Management, McGrow Hill education 5th edition

Semester	**IV**	Total credit	**4**	
Course code	**CC138D**	Credit pattern	**L- 60 Hrs.**	
Course title	**Research Methodology**		Marks	**100**

Course Objective: To enable the participants in conducting research work and formulating research synopsis and report.

	Course Outcome
	At the end of this course learners will able to
CO 1	Understand the basic idea of research.
CO 2	Choose proper sample design.
CO 3	Analyze the data.
CO 4	Write a research paper and research report.

Module	Syllabus	Teaching hours
I	**Introduction to Research Methodology** - Meaning, definition, objective and types of research, significance of research, selection of research problem. **Research Design**: Meaning, steps in research design, characteristics of good research design. **Practical**- drafting synopsis for a research study.	15
II	**Sampling Design and Data Collection** - Meaning of sampling, characteristics of good sample design, Types of sample design. **Data collection**-Meaning, types of data, methods of collecting primary data- observation, interview questionnaire and schedules, Sources of secondary data. **Practical**- preparing questionnaire, collection of data	15

III	**Processing and Analysis of data -** Classification of data, types of classification, Tabulation, parts of table, types of tables, Graphical presentation of data- Bar –diagram, pie-chart and curves. Analysis and Interpretation of data-meaning, tools and techniques of data analysis, interpretation. **Practical**- use of MS-excel and introduction to SPSS	15	
IV	**Report Writing** Meaning, significance, steps in writing report, layout of the research report, Types of report, mechanism of writing a research report, Precautions for writing research report, Use of computer in research. **Practical**- writing a research paper/article.	15	

Learning Recourses		
1	Reference Books	1. C.R. Kothari- Research Methodology, New Age, International Ltd. New Delhi Reprint-2010 2. Dr. V. P. Michael, Research Methodology in Management, Himalaya Publishing House, Mumbai, Ed,2010 3. Saranwalla- Research Methodology 4. Bajpai-Methods of social survey research 5. S. P. Gupta-Statistical Methods.

Semester	**III**	Total credit	**4**	
Course code	**CC1382D**	Credit pattern	**L-60 Hrs.**	
Course title	**E-Commerce-I**		Marks	**100**

Course Objectives: To make students aware and competent to use internet and E-commerce as a tool for strategic business controls and new business startups with effective case study examples and recent developments and reforms in E-commerce sector.

	Course Outcome
	At the end of this course learners will able to
CO 1	go for small e-business startup.
CO 2	Examine e-Commerce strategic method for product promotion and digital marketing of the product.
CO 3	understand e-retail business its functions risks and, procurements.
CO 4	correlate more with government its policy its processes and e-governance.

Module	Syllabus	Teaching hours
I	**E-payments -** Transactions through Internet, Requirements of payment Systems mechanism of credit card, Cyber cash, Debit cards, Direct Debit. RTGS Value Exchange System Electronic cash, Smart cards. payment system **Concept of payment getaways and digital wallet** Payment getaway business modules with some cases like paisa pay, PayPal, Paytm, Bill desk etc. Strategic use of payment getaway its requirement needs limitation benefits Introduction to crypto currency. Threats and problems with existing digital payment system. Payment frauds and precautions. Comparative analysis of digital payment vs. traditional payment systems.	15
II	**E Security and Legal Issues** **E-Security: -** Areas of Internet Security, Security Threats, Security Breach, Denial of service, fake Identity crises	15

	Breach avoidance, Detection and Recovery, Confidentiality and Integrity, hacking, phishing, cyber terrorism, Electronic signature, access control, Authentication, firewalls and proxy, system security. Authentication Measures Services, Precautions for secure E – commerce. SSL (Secure Socket Layer), HTTP, HTTPS.TLS (Transport Layer Security) The **IT Act 2000 &** its amendments. Legal aspect and need provisions in IT Act social and legal responsibilities of users and service providers Legal Issues Involved in E – commerce in India. New amendments made in IT ACT for Indi usual and business organizations. Various general IT ACT Provisions.	
III	**E-Business New Start-up & E- Retailing** E-business Start-ups: - Definition, Components of e-business Start-ups, Concept, Tools , Business Canvas, Study of innovative ideas converted to new start-ups, role of IT and Ecommerce as a tool for new start-up, Ecommerce a tool for New age business mode, Role of MSME and DPIIT for new start-up. Consumer oriented e-commerce: Traditional retailing and e-retailing, benefits and key success factors for e-retailing, models for e-retailing like specialized and generalized e-stores, e-mall, direct selling by manufacturer, supplementary distribution channel, e-broker and e-services like web-enabling services, matchmaking services, information selling on the web, entertainment services and auction services. **Digital Marketing Services** Steps in building an e-business application - Online web site design to promote online sales of a product or service - Use of free resources for designing promoting website. Search Engine Optimization (SEO) Services Search Engine Marketing (SEM) and Pay Per Click (PPC) Services Web Analytics & Reporting Services Display Advertising (Banner Ads) Services Email Marketing Services Social Media Optimization (SMO) Services Content Writing/SEO Copywriting Affiliate Marketing Services General Digital Marketing Practice	15
IV	**E – commerce and E – Governance in India** state of E – Commerce in India, advantage, limitation, Problems and Opportunities in E – commerce in India, various government startups for e governance and study of various government portals, MSME/ DPIIT Schemes for new start-up **E- Governance** 1.1 E – Governance of India 1.2 New ecommerce policy and tax provisions 1.3 Service centre 1.4 Imports / Exports 1.5 various department of government and their E-governance at state and central government 1.6comparative study with previous non-E governance systems	15

| | | 1.7 Advantage Limitation and threats for E-governance
1.8 Success and Failures in E-governance
1.9 various Authorising Agency for E- Governance | |

Learning Recourses		
1	Reference Books	1. E-Commerce Concepts, Models, Strategies-: G. S. V. Murthy Himalaya Publishing House 2. E- Commerce: - Kamlesh K Bajaj and Debjani Nag McGraw Hill Education 3. Electronic commerce: - Gray P. Schneider 4 E-Security and You: - Oberoi, Sundeep, TMH 5. Basics of E-commerce. Legal & Security Issues: - Ashoke Ghose, NIIT Publisher 6 E- Commerce Technology Handbook. Minoli Daniel, Minoli Emma- 7 *E-Commerce and E-Business. (2nd Ed).* C.S.Rayudu. (2012New Delhi: Himalaya Publishing House 8. Computer Today – S. Bansundara. 9. E – Commerce – S Jaiswal 10. E – Business – Kittel Amer 11. E-commerce: business, technology, society," Kenneth C. Laudon and Carol G. Traver, Addison Wesley. 12. "Electronic Commerce", Elias. M. Awad, Prentice-Hall of India Pvt Ltd. 13. "Electronic Commerce–A Managerial Perspective", Efraim Turban, Jae Lee, David King, H. Michael Chung, Addison Wesley

Semester	**IV**	Total credit	**4**	
Course code	**Allied Course-1383D**	Credit pattern	**L- 60 Hrs.**	
Course title	**Statistical Techniques for Business-II**	Marks	**100**	

Course Objective:

    i)   To compute probabilities by using definition and probability rules.

    ii)   To Achieve Quality in Production using SQC.

    iii)   Applying the small sample and large sample tests in various situations.

    iv)   To Identifying the nature of the Phenomenon represented by the predicting the future values of the time series variables.

	Course Outcome
	At the end of this course learners will able to
CO 1	Basic probability axioms, discrete and continuous random variable as well as be familiar with common named discrete and continuous random variable. How to translate real-word problems into probability models.
CO 2	Identify if the process is in-control. If not, identify special patterns that may exist.
CO 3	Set up the null and alternative hypotheses correctly and choose the appropriate test statistic
CO 4	Time series Analysis Know how to use them in examine economic and financial process.

Module	Syllabus	Teaching hours
I	**Probability and probability Distribution** 1.1) Probability, Terminologies and Definitions of Trial Random experiment	15

	1.2) Events (simple, compound, equally likely, complementary, independent, dependant, mutually exclusive 1.3) Definitions of Probability (mathematical, statistical, axiomatic), Addition and Multiplication theorem (without proof). 1.4) Laws of Addition of Probability (when events are mutually exclusive and events are not mutually exclusive). 1.5) Random variable, Discrete and Continuous Random variable, Probability Mass and Density function 1.6) Definition and properties of Binomial, Poisson and Normal distributions.	
II	**Statistical Quality Control (S.Q.C.):** 2.1) Concept and Advantages of S.Q.C. Control limits, Specification limits, Tolerance limits. 2.2) Causes of Variation. Types of Control (Process Control and Product Control) 2.3) Construction of Control Chart. 2.4) Control Charts for Variables. Control Charts for Mean (X) and Range (R). 2.5) Control Charts for Attributes: Control Chart for Number of Defectives (np) Chart, Control Chart for Number of Defects (C) Chart. 2.6) Examples.	15
III	Testing of hypothesis 3.1) Definitions of Population, Sample, Parameter, Statistic, Need of sampling, Sampling versus complete enumeration and introduction to Simple Random Sampling method. 3.2) Simple Random Sampling with and without replacement, Selection of random sample. (SRSWR, SRSWOR, Stratified random sampling, Systematic sampling) 3.3) Introduction to test of significance, Null and Alternate Hypothesis, Types of errors, One tailed and Two tailed test, degrees of freedom, Level of Significance, Critical region, 3.4) Steps in testing of hypothesis, One sample, Two sample, Paired 't' test and 't' test for testing significance of correlation coefficient. 3.5) F test for testing equality of variances, 3.6) Chi-square test of goodness of fit, Chi-square test of independence of attributes in 2×2 contingency table	15
IV	**Time series Analysis:** 4.1) Meaning and Need of Time Series. Use of Analysis of Time Series. 4.2) Components of Time Series. 4.3) Determination of Trend by the Method of Moving Averages, Progressive Averages and least square.	15

	4.4) Determination of Seasonal Variations by Simple AverageMethod. Section 4.5) Simple Examples.	

Nature of Question Paper for end semester exam

Duration: 2.5 Hours.   **Total Marks – 60**

Instructions: - 1) All Questions are compulsory
          2) Figures to the right indicate full marks.

Question	Nature of Question	Marks
Question No 1	Short Answers (Any 3 out of 4)	15
Question No 2	A) Essay type Question OR B) Essay type Question	15
Question No 3	A) Essay type Question OR B) Essay type Question	15
Question No 4	Short Notes (Any 3 out of 4)	15
Total		**60**

Continuous Internal Evaluation (CIE) Structure

Sr. No.	Distribution	Marks
1	Attendance	10
2	Home Assignment and Class Assignment	5+5= 10

3	Unit Tests	10
4	Skill based activity	10
	Total	**40**