

B.COM PART III

OPTIONAL GROUP A (Finance Area)

TITLE OF PAPER - FINANCIAL MANAGEMENT

PAPER - I

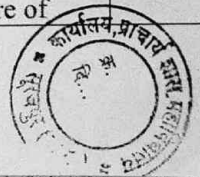
OBJECTIVE

The objective of this course is to help students understand the conceptual framework of financial management.

M.M. 75

Present syllabus	Proposed syllabus	Remark
UNIT-I Financial Management : Financial goals; Profit vs wealth maximization; Financial functions-investment, financing, and dividend decisions; Financial planning.	UNIT-I Financial Management : Financial goals; Profit vs wealth maximization; Financial functions-investment, financing, and dividend decisions; Financial planning.	No change
UNIT-II Capital Budgeting : Nature of investment decisions, Investment evaluation criteria, payback period, accounting rate of return, net present value, internal rate of return profitability index; NPV and IRR comparison.	UNIT-II Capital Budgeting : Nature of investment decisions, Investment evaluation criteria, payback period, accounting rate of return, net present value, internal rate of return profitability index; NPV and IRR comparison.	
UNIT-III Cost of Capital : Significance of cost of capital; Calculating cost of debt; Preference shares, equity capital, and retained earnings; Combined (weighted) cost of capital. Operating and financial Leverage : Their measure; Effects on profit, analyzing alternate financial plans, combined financial and operating leverage.	UNIT-III Cost of Capital : Significance of cost of capital; Calculating cost of debt; Preference shares, equity capital, and retained earnings; Combined (weighted) cost of capital. Operating and financial Leverage : Their measure; Effects on profit, analyzing alternate financial plans, combined financial and operating leverage.	
UNIT-IV Capital Structure : Theories and determinates. Dividend Policies : Issues in dividend policies; Walter's model; Gordon's model; M.M. Hypothesis, forms of dividends and stability in dividends, determinats.	UNIT-IV Capital Structure : Theories and determinates. Dividend Policies : Issues in dividend policies; Walter's model; Gordon's model; M.M. Hypothesis, forms of dividends and stability in dividends, determinats.	
UNIT-V Management of Working Capital : Nature of	UNIT-V Management of Working Capital : Nature of	

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working capital, significance of working capital, operating cycle and factors determining of working capital requirements,
Management of working capital - cash, recevables, and inventories.

working capital, significance of working capital, operating cycle and factors determining of working capital requirements,
Management of working capital - cash, recevables, and inventories.

Suggested Reading :

1. Van Home J.C. : Financial Management and Policy; Prentice Hall of India, New Delhi.
2. Khan M.Y. and Jain P.K. : Financial Management, Text and Problems; Tata McGrow Hill, New Delhi.
3. Prasanna Chandra L Financial Management Theory and practice; Tata McGrow Hill, New Delhi.
4. Pandey I.M. : Financial Management Vikas Publishing Hous, New Delhi.
5. Brigham E.F. Gapenski L.C., and Ehrhardt M.C. : Financial Management - Theory and Practice; Harcourt College Publishers, Singapore.
6. Bhalla V.K. : Modern Working Capital Management, Anmol Pub. Delhi.



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B.COM PART III

OPTIONAL GROUP A (Finance Area)

TITLE OF PAPER - FINANCIAL MARKET OPERATIONS

PAPER – II

OBJECTIVE

This course aims at acquainting the students with the working of financial markets in India.

M.M. 75

Present syllabus	Proposed syllabus	Remark
UNIT-I Money Market : Indian money market's composition and structure; (a) Acceptance houses, (b) Discount houses and (c) Call money market; Recent trends in Indian money market.	UNIT-I Money Market : Indian money market's composition and structure; (a) Acceptance houses, (b) Discount houses and (c) Call money market; Recent trends in Indian money market.	No change
UNIT-II Capital Market : Security market - (a) New issue market, (b) Secondary market; Functions and role of stock exchange; listing procedure and legal requirements; Public issue - pricing and marketing; Stock exchanges - National Stock Exchange and over the counter exchanges.	UNIT-II Capital Market : Security market - (a) New issue market, (b) Secondary market; Functions and role of stock exchange; listing procedure and legal requirements; Public issue - pricing and marketing; Stock exchanges - National Stock Exchange ,Bombay stock exchange	Omitted over the counter exchanges and added Bombay stock exchange
UNIT-III Securities contract and Regulations Act : Main provisions. Investors Protection : Grievancesconcerning stock exchange dealings and their removal; Grievance cells in stock exchanges; SEBI; Company Law Board; Press; Rmedy through courts.	UNIT-III Securities contract and Regulations Act : Main provisions. Investors Protection : Grievancesconcerning stock exchange dealings and their removal; Grievance cells in stock exchanges; SEBI; Company Law Board; Press; Rmedy through courts.	No change
UNIT-IV Functionaries on Stock Exchanges : Brokers, sub brokers, market makers, jobbers,portfolio consultants, institutional investors, and NRIs.	UNIT-IV Functionaries on Stock Exchanges : Brokers, sub brokers, market makers, jobbers,portfolio consultants, institutional investors, and NRIs.	No change
UNIT-V Financial Services : Marchant banking -	UNIT-V Financial Services : Marchant banking -	No change

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


Functions and roles; SEBI guide-lines; Credit rating - concept, functions, and types.	Functions and roles; SEBI guide-lines; Credit rating - concept, functions, and types.	
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Suggested Reading :

1. Chandler M.V. and Goldfeld S.M. : Economics of money and Banking, Harper and Row, New Delhi.
2. Gupta Suraj B. Monetary Economics; s. chand and Co. New Delhi.
3. Gupta Suraj B. Monetary Planning in India; Oxford, Delhi.
4. Bhole L.M. : Financial Markets and Institutions : Tata McGrow Hill, New Delhi.
5. Hooda R.P. : Indian Securities Market - Investors view point; Excell Books, New Delhi.
6. R.B.I. : Functions and Working.
7. R.B.I. : Report in Currency and Finance.
8. R.B.I. : Report of the Committee to Review the working of the Monetary system Chakravarty committee.
9. R.B.I. : Report of the Committee on the Financial System, Narsimham Committee.




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B.COM PART III

OPTIONAL GROUP B (Marketing Area)

TITLE OF PAPER - PRINCIPLES OF MARKETING

PAPER – I

OBJECTIVE

The Objective of this course is to help students to understand the concept of marketing and its applications.

M.M. 75

Present syllabus	Proposed syllabus	Remark
UNIT-I Introduction : Nature and scope of marketing; Importance of marketing as a business function, and in the economy; Marketing concepts - traditional and modern; Selling vs. marketing; Marketing mix; Marketing environment.	UNIT-I Introduction : Nature and scope of marketing; Importance of marketing as a business function, and in the economy; Marketing concepts - traditional and modern; Selling vs. marketing; Marketing mix; Marketing environment.	No change
UNIT-II Consumer Behaviour and Market Segmentation : Nature, scope, and significance of consumer behaviour; Market segmentation - concept and importance; Bases for market segmentation.	UNIT-II Consumer Behaviour and Market Segmentation : Nature, scope, and significance of consumer behaviour; Market segmentation - concept and importance; Bases for market segmentation.	No change
UNIT-III Product : Concept of product, consumer, and industrial goods; Product planning and development; Packaging role and functions; Brand name and trade mark; after sales service; Product life cycle concept. Price : Importance of price in the marketing mix; Factors affecting price of a product/ Service ; Discounts and rebates.	UNIT-III Product : Concept of product, consumer, and industrial goods; Product planning and development; Packaging role and functions; Brand name and trade mark; after sales service; Product life cycle concept. Price : Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates.	No change
UNIT-IV Distributions Channels and Physical Distribution; Distribution channels - Concept and role; Types of distribution channels. Factors affecting	UNIT-IV Distributions Channels and Physical Distribution; Distribution channels - Concept and role; Types of distribution channels. Factors affecting choice of	No change

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choice of a distribution channel;Retailer and wholesaler; Physical distribution of goods; Transportation, Warehousing, Inventory control; Order processing.	distribution channel; Retailer and wholesaler; Physical distribution of goods; Transportation, Warehousing, Inventory control; Order processing.	
UNIT-V Promotion : Methods of promotion; Optimum promotion mix; Advertising media – their relative merits and limitations; Characteristics of an effective advertisement; Personal selling; Selling as a career; Classification of successful sales person; Functions of salesman.	UNIT-V Promotion : Methods of promotion; Optimum promotion mix; Advertising media – their relative merits and limitations; Characteristics of an effective advertisement; Personal selling; Selling as a career; Classification of successful sales person; Functions of salesman. Recent development in marketing –social marketing, online marketing, Direct marketing , Services marketing, Green marketing.	Added Recent trends in marketing

Suggested Reading :

1. Philip Kotler : Marketing Management Englewood Cliffs; Prentice Hall, N.J.
2. William M. Pride and O.C. Ferrell : Marketing : Houghton - Mifflin Boston.
3. Stanton W.J. Etzel Michael J., and Walker Bruce J. Fundamentals of Marketing; McGraw Hill, New York.
4. Lamb Charles W., Hair Joseph F. and McDaniel Carl : Principles of Marketing; South- Western-Publishing, Cincinnati, Ohio.
5. Cravens David W. Hills Gerald E., Woodruff Robert B : Marketing management : Richard D. Inwin, Homewood Illinois.
6. Kotler Philip and Armstrong Gary : Principles of Marketing; Prentice Hall of India, New Delhi.
7. Dr. R.C. Agrawal, Agra.
8. Dr. S.C. Saxena Agra.
9. Dr. S.K. Jain, Hindi Granth Academi. M.P.
10. Dr. N.C. Jain



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OPTIONAL GROUP B (Marketing Area)

TITLE OF PAPER - INTERNATIONAL MARKETING

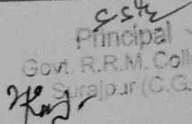
PAPER – II

OBJECTIVE

This course aims at acquainting student with the operations of marketing in international environment.

M.M. 75

Present syllabus	Proposed syllabus	Remark
UNIT-I International Marketing : Nature, definiton, and scope of international marketing; Domestic marketing vs. International marketing; International environment external and internal.	UNIT-I International Marketing : Nature, definiton, and scope of international marketing; Domestic marketing vs. International marketing; International environment external and internal.	No change
UNIT-II Identifying and Selecting Foreign Market : Foreign market entry mode decisions. Product Planning for international Market : Product designing; Standardization vs. adaptation ; Branding and packaging; Labeling and quality issues; After sales service. International Pricing : Factors Influenceing International price; Pricing process-process and methods; International price quotation and payment terms.	UNIT-II Identifying and Selecting Foreign Market : Foreign market entry mode decisions. Product Planning for international Market : Product designing; Standardization vs. adaptation ; Branding and packaging; Labeling and quality issues; After sales service. International Pricing : Factors Influenceing International price; Pricing process-process and methods; International price quotation and payment terms.	No change
UNIT-III Promotion of Product/Services Abroad : Methods of international promotion; Direct mail and sales literature; Advertising; Personal selling; Trade fairs and exhibitions.	UNIT-III Promotion of Product/Services Abroad : Methods of international promotion; Direct mail and sales literature; Advertising; Personal selling; Trade fairs and exhibitions.	No change
UNIT-IV International Distribution : Distribution channels and logistics decisions; Selection and appointment of foreign sales agents.	UNIT-IV International Distribution : Distribution channels and logistics decisions; Selection and appointment of foreign sales agents.	No change
UNIT-V Export Policy and Practices in India : Exim policy - an overview; Trends in India's foreign trade; Steps in	UNIT-V Export Policy and Practices in India : Exim policy - an overview; Trends in India's foreign trade;	Added Marketing


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<p>starting an export business; Product selection; Market selection; Export pricing; Export finance; Documentation; Export procedures; Export assistance and incentives.</p>	<p>Steps in starting an export business; Product selection; Market selection; Export pricing; Export finance; Documentation; Export procedures; Export assistance and incentives. Marketing Control Process</p>	<p>Control Process</p>
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Suggested Reading :

1. Bhattacharya R.L. and Varshney B. : International Marketing Management; Sultan Chand, New Delhi.
2. Bhattacharya B. : Export Marketing Strategies for Success; Global Press, New Delhi.
3. Keegan W.J. : Multinational Marketing Management; Prentice Hall, New Delhi.
4. Kriplani V. : International marketing; Prentice Hall New Delhi.
5. Taggart J.H. and Moder Mott. M.C. : The Essence of International Business; Prentice Hall New Delhi.
6. Kotler Phillip : Principles of Marketing; Prentice Hall New Delhi.
7. Fayer Weather John : International Marketing; Prentice Hall N.J.
8. Caterora P.M. and Keavenay S.M. : Marketing an international Perspective; Erwin Homewood, Illinois.
9. Paliwala, Stanely J. The Essence of International marketing; Prentice Hall, New Delhi.



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OPTIONAL GROUP C (Commercial Area)

TITLE OF PAPER - INFORMATION TECHNOLOGY AND ITS APPLICATIONS IN BUSINESS

PAPER - I

OBJECTIVE

The objective of the course is to famillatize the students with the innovation information technology and how it affects business. An understanding of the group rules of these technologies will enable the students to appreciate the nitty-gritty Commerce.

M.M. 75

Present syllabus	Proposed syllabus	Remark
UNIT-I Information Revolution and information Technology (IT) : Deployment of Business; Basic features of IT; Impact of IT on business environment and social fabric; Invention of writing; Written books; Printing Press and movable type Gutenberg's invention; Radio; telephone, wireless and satelite communication computing and dissemination of information and knowledge and convergence technologies (Internet with Wireless- WAP).	UNIT-I Information Revolution and information Technology (IT) : Deployment of Business; Basic features of IT; Impact of IT on business environment and social fabric; Invention of writing; Written books; Printing Press and movable type Gutenberg's invention; Radio; telephone, wireless and satelite communication computing and dissemination of information and knowledge and convergence technologies (Internet with Wireless-WAP).	No change
UNIT-II Fundamentals of Computer : Data, information and EDP : Data, information and concept of data and information; Levels of information from data; processing; Electronic data processing; Electronic machines; a. Number Systems and Codes : Different number systems - binary, octal decimal, hexagonal, and their conversion codes used in computers; Bed, EBCDIC, ASCII; Gray and conversions. b. Computer Arithmetic and Gates : Binary arithmetic,	UNIT-II Fundamentals of Computer : Data, information and EDP : Data, information and concept of data and information; Levels of information from data; processing; Electronic data processing; Electronic machines; a. Number Systems and Codes : Different number systems - binary, octal decimal, hexagonal, and their conversion codes used in computers; Bed, EBCDIC, ASCII; Gray and conversions. b. Computer Arithmetic and Gates : Binary arithmetic,	

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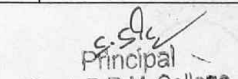


<p>complements, addition subtraction; Conversion from one system to another; Logic Gates, truth table and applications minimisation, and K-maps.</p> <p>c. Computer Processing System : Definition of computer; Hardware/Software concepts; Generation of computers; Types of computers; Elements of computer; CPU and its functions, Various computer systems.</p> <p>d. I/O devices : Basic concepts of I/O devices; Various input devices Keyboard, mouse; MICR, OCR, microphones.</p> <p>e. Various output devices : VDU, printer, plotter, spooling, L.S.</p> <p>f. Storage Devices : Primary and secondary memory; Types of memory capacity and its enhancement; Memory devices and comparisons; Auxiliary storage, tapes, disks (magnetic and optical); various devices and their comparison.</p> <p>g. System Software - Role of Software, Different System Software : O.S., utilization element of O.S. - Its types and variations; DOS and windows.</p> <p>h. Computer and Networks : Need of communication; Data transmission; Baud; Bandwidth; Communication Channel; Multiplexing; Basic network concepts; O.S.I. model; Types of topologies; LAN, WAN, Client server concept.</p>	<p>complements, addition subtraction; Conversion from one system to another; Logic Gates, truth table and applications minimisation, and K-maps.</p> <p>c. Computer Processing System : Definition of computer; Hardware/Software concepts; Generation of computers; Types of computers; Elements of computer; CPU and its functions, Various computer systems.</p> <p>d. I/O devices : Basic concepts of I/O devices; Various input devices Keyboard, mouse; MICR, OCR, microphones.</p> <p>e. Various output devices : VDU, printer, plotter, spooling, L.S.</p> <p>f. Storage Devices : Primary and secondary memory; Types of memory capacity and its enhancement; Memory devices and comparisons; Auxiliary storage, tapes, disks (magnetic and optical); various devices and their comparison.</p> <p>g. System Software - Role of Software, Different System Software : O.S., utilization element of O.S. - Its types and variations; DOS and windows.</p> <p>h. Computer and Networks : Need of communication; Data transmission; Baud; Bandwidth; Communication Channel; Multiplexing; Basic network concepts; O.S.I. model; Types of topologies; LAN, WAN, Client server concept.</p>
<p>UNIT-III Computer-based Business Applications</p> <p>a. Word Processing : Meaning and role of word processing</p>	<p>UNIT-III Computer-based Business Applications</p> <p>a. Word Processing : Meaning and role of word processing</p>



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<p>in creating of documents, editing, formatting, and printing documents, using tools such as spelling check, thesaurus, etc. in word processors (MS-Word).</p> <p>b. Electronic Spreadsheet : Structure of spreadsheet and its applications to accounting, finance, and marketing functions of business; Creating a dynamic/sensitive worksheet ; Concept of absolute and relative cell reference; Using builtin functions; Goal seeking and solver tool; Using graphics and formatting of worksheet; Sharing data with other desktop applications; Strategies of creating error-free worksheet (MS-Excel, Lotus 123). Practical knowledge on Wings Accounting (Software).</p> <p>c. Programming under a DBMS environment : The concept of data base management system; Data field, records, and files, Sorting and indexing data; Searching records, designing queries, and reports; Linking of data files ; Understanding programming environment in DBMS; Developing menu driven applications in query language (MS-Access).</p>	<p>in creating of documents, editing, formatting, and printing documents, using tools such as spelling check, thesaurus, etc. in word processors (MS-Word).</p> <p>b. Electronic Spreadsheet : Structure of spreadsheet and its applications to accounting, finance, and marketing functions of business; Creating a dynamic/sensitive worksheet ; Concept of absolute and relative cell reference; Using builtin functions; Goal seeking and solver tool; Using graphics and formatting of worksheet; Sharing data with other desktop applications; Strategies of creating error-free worksheet (MS-Excel, Lotus 123). Practical knowledge on Wings Accounting (Software).</p> <p>c. Programming under a DBMS environment : The concept of data base management system; Data field, records, and files, Sorting and indexing data; Searching records, designing queries, and reports; Linking of data files ; Understanding programming environment in DBMS; Developing menu driven applications in query language (MS-Access).</p>
<p>UNIT-IV Electronic Data Interchange (EDI) Introduction to EDI; Basics of EDI; EDI standards; Financial EDI (FEDI); FEDI for international trade transaction; Applications of EDI; Advantages of EDI; Future of EDI.</p>	<p>UNIT-IV Electronic Data Interchange (EDI) Introduction to EDI; Basics of EDI; EDI standards; Financial EDI (FEDI); FEDI for international trade transaction; Applications of EDI; Advantages of EDI; Future of EDI.</p>
<p>UNIT-V The Internet and its Basic Concepts Internet-concept, history development in India; Technological foundation of internet;</p>	<p>UNIT-V The Internet and its Basic Concepts Internet-concept, history development in India; Technological foundation of internet;</p>


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<p>Distributed computing; Client-server computing; Internet protocol suite; Application of distributed computing; Client-server computing; Internet protocol suite in the internet environment; Domain Name System (DNS); Domain Name Service (DNS); Generic top-level domain (gTLD); Country code top-level domain (ccTLD); - India; Location of second-level domains; IP addresses; Internet protocol; Applications of Internet in business, education, governance, etc. Information System Audit Basic idea of information audit; Difference with the traditional concepts of audit; Conduct and applications of IS audit in internet environment.</p>	<p>Distributed computing; Client-server computing; Internet protocol suite; Application of distributed computing; Client-server computing; Internet protocol suite in the internet environment; Domain Name System (DNS); Domain Name Service (DNS); Generic top-level domain (gTLD); Country code top-level domain (ccTLD); - India; Location of second-level domains; IP addresses; Internet protocol; Applications of Internet in business, education, governance, etc. Information System Audit Basic idea of information audit; Difference with the traditional concepts of audit; Conduct and applications of IS audit in internet environment.</p>
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Suggested Reading :

1. Agarwala Kamlesh N. and Agarwala Deeksha : Business on the Net - Introduction to Ecommerce, Macmillan India, New Delhi.
2. Agarwala Kamlesh, N. and Agarwala Deeksha : Bulls, Bears and The mouse; and introduction to On-line Service Market Trading; Macmillan India, New Delhi.
3. Agarwala Kamlesh, N. and Agarwala Prateek Amar; WAP the Net; An Introduction on Wireless Application Protocol; Macmillan India, New Delhi.
4. Bajaj Kamlesh K. and Nag Debjani : E-Commerce; The cutting Edge of Business; Tata McGraw Hill, New Delhi.
5. Edwards, Ward and Bytheway : The Essence of Information Systems; Prentice Hall, New Delhi.
6. Garg & Srinivasan : Work Book on Systems Analysis & Design; Prentice Hall New Delhi.
7. Kanter : Managing with Information; Prentice Hall New Delhi.
8. Minoli Daniel, Minoli Emma : Web Commerce Technology Handbook; Tata McGraw Hill,



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B.COM PART III

OPTIONAL GROUP C (E-Commerce Area)

TITLE OF PAPER - ESSENTIAL OF E-COMMERCE

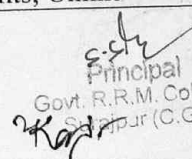
PAPER – II

OBJECTIVE

The objective of this course is to familiarize the students with the basics of e-commerce and to comprehend its potential.

M.M. 75

Present syllabus	Proposed syllabus	Remark
UNIT-I Internet and Commerce : Business operations; E-Commerce practices; Concepts b2b,b2c, b2g, g2h; Benefits of e-commerce to organization, consumers, and society; Limitation of e-commerce; Management issues relating to e-commerce. Operations of E-Commerce : Credit card transaction; Secure Hypertext Transfer Protocol (SHTTP); Electronic payment systems; Secure electronic transaction (SET); Set's encryption; Process; Cybercash; Smart cards; Indian payment models.	UNIT-I Internet and Commerce : Business operations; E-Commerce practices; Concepts b2b,b2c, b2g, g2h; Benefits of e-commerce to organization, consumers, and society; Limitation of e-commerce; Management issues relating to e-commerce. Operations of E-Commerce : Credit card transaction; Secure Hypertext Transfer Protocol (SHTTP); Electronic payment systems; Secure electronic transaction (SET); Set's encryption; Process; Cybercash; Smart cards; Indian payment models.	No change
UNIT-II Applications in B2C : Consumer's shopping procedure on the internet; Impact on disintermediation and re-inermediation; Global market; Strategy of traditional department stores; Products in b2c model; Success factors of e-brokers; Broker based services on-line; Online travel tourism services; Benefits and impact of e-commerce on travel industry; Real estate market; Online stock trading and its benefits; Online	UNIT-II Applications in B2C : Consumer's shopping procedure on the internet; Impact on disintermediation and re-inermediation; Global market; Strategy of traditional department stores; Products in b2c model; Success factors of e-brokers; Broker based services on-line; Online travel tourism services; Benefits and impact of e-commerce on travel industry; Real estate market; Online stock trading and its benefits; Online	No change


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banking and its benefits; Online financial services and their future; Educations benefits, implementation, and impact.	banking and its benefits; Online financial services and their future; Educations benefits, implementation, and impact.	
UNIT-III Applications in B2B; Applications of b2b, Key technologies for b2b; Architectural models of b2b; Characteristics of the supplier-oriented marketplace, buyer-oriented marketplace, and intermediary-oriented marketplace; Benefits of b2b on procurement re-engineering; Just in Time delivery in b2b; Internet-based EDI from traditional EDI; Integrating EC with back-end information systems; Marketing issues in b2b.	UNIT-III Applications in B2B; Applications of b2b, Key technologies for b2b; Architectural models of b2b; Characteristics of the supplier-oriented marketplace, buyer-oriented marketplace, and intermediary-oriented marketplace; Benefits of b2b on procurement re-engineering; Just in Time delivery in b2b; Internet-based EDI from traditional EDI; Integrating EC with back-end information systems; Marketing issues in b2b.	No change
UNIT-IV Applications in Governance : EDI in governance; E-government; E-governance applications of the internet; Concept of government to business, business to government and citizen-to-government; E-governance models; Private sector interface in e-governance.	UNIT-IV Applications in Governance : EDI in governance; E-government; E-governance applications of the internet; Concept of government to business, business to government and citizen-to-government; E-governance models; Private sector interface in e-governance.	No change
UNIT-V Emerging Business Models : Retail model; Media model; Advisory model, Mode-toorder manufacturing model; Do-it yourself model; Information service model; Emerging hybrid models; Emerging models in India.	UNIT-V Emerging Business Models : Retail model; Media model; Advisory model, Mode-toorder manufacturing model; Do-it yourself model; Information service model; Emergin hybrid models; Emerging models in India. Security and Legal aspects of E-commerce.	Added Security and Legal aspects of E-commerce.

Suggested Reading :

1. Agarwala Kamlesh. N. and Agarwala Deeksha : Bridge to Online Storeformt; Macmillan India, New Delhi.



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B.COM PART III

OPTIONAL GROUP D (Money Banking & Insurance Area)
TITLE OF PAPER FUNDAMENTAL OF INSURANCE
OBJECTIVE

PAPER – I

This course enables the students to know the fundamentals of insurance.

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Present syllabus	Proposed syllabus	Remark
UNIT-I Introduction to Insurance : Purpose and need of insurance; Insurance as a social security tool; Insurance and economic development.	UNIT-I Introduction to Insurance : Purpose and need of insurance; Insurance as a social security tool; Insurance and economic development.	No change
UNIT-II Fundamentals of Agency Law : Definiton of an agent; Agents regulations; Insurance intermediaries; Agents Compensation.	UNIT-II Fundamentals of Agency Law : Definiton of an agent; Agents regulations; Insurance intermediaries; Agents compensation.	No change
UNIT-III Procedure for Becoming an Agent : Prerequisite for obtaining a license; Duration of license; Cancellation of incense; Revocation or suspension/termination of agent appointment; Code of conduct; Unfair practices. Functions of the Agent : Proposal form and other forms for grant of cover; Financial and medical underwriting; Material information; Nomination and assignment; Procedure regarding settlement of policy claims.	UNIT-III Procedure for Becoming an Agent : Prerequisite for obtaining a license; Duration of license; Cancellation of incense; Revocation or suspension/termination of agent appointment; Code of conduct; Unfair practices. Functions of the Agent : Proposal form and other forms for grant of cover; Financial and medical underwriting ; Material information; Nomination and assignment; Procedure regarding settlement of policy claims.	No change
UNIT-IV Company Profile : organizational set-up of the company; Promotion strategy; Market share; Important activities; Structure; Product; Actuarial profession; Product pricing actuarial aspects; Distribution channels.	UNIT-IV Company Profile : organizational set-up of the company; Promotion strategy; Market share; Important activities; Structure; Product; Actuarial profession; Product pricing actuarial aspects; Distribution channels.	No change
UNIT-V Fundamentals/Principles of Life insurance/ Marine /Fire /Medical/General Insurance; Contracts of various kinds; Insurable Interest.	UNIT-V Fundamentals/Principles of Life insurance/ Marine /Fire /Medical/General Insurance; Contracts of various kinds; Insurable Interest. Online insurance procedure	Added Online insurance procedure

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B.COM PART III

OPTIONAL GROUP D

TITLE OF PAPER - MONEY & BANKING SYSTEM

OBJECTIVE

This course enables the students to know the working of the Indian Money & banking system.

(Money Banking & Insurance Area)

PAPER – II

M.M. 75

Present syllabus	Proposed syllabus	Remark
UNIT-I Money : Function, Alternative Measures to money supply in India - their different components. Meaning and changing relative importance of each.	UNIT-I Money : Function, Alternative Measures to money supply in India - their different components. Meaning and changing relative importance of each.	No change
UNIT-II Indian Banking System : Structure and organization of banks; Reserve Bank of India; Apex banking Institutions; Commercial banks; Regional rural banks; Cooperative banks; Development banks.	UNIT-II Indian Banking System : Structure and organization of banks; Reserve Bank of India; Apex banking Institutions; Commercial banks; Regional rural banks; Cooperative banks; Development banks.	No change
UNIT-III Banking Regulation Act, 1947 : History; Social control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Cooperative banks.	UNIT-III Banking Regulation Act, 1947 : History; Social control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Cooperative banks.	No change
UNIT-IV Regional Rural and Cooperative Banks in India : Functions; Role of regional rural and cooperative banks in rural India; Progress and performance.	UNIT-IV Regional Rural and Cooperative Banks in India : Functions; Role of regional rural and cooperative banks in rural India; Progress and performance.	No change
UNIT-V Reserve Bank of India : Objectives; Organization ; Functions and working; Monetary policy; Credit control measures and their effectiveness.State Bank of India, Project History, Objectives, Functions & Organization working & progress.	UNIT-V Reserve Bank of India : Objectives; Organization ; Functions and working; Monetary policy; Credit control measures and their effectiveness. State Bank of India, Project History, Objectives, Functions & Organization working & progress. Internet banking system	Added Internet banking system



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