

(SEC-1) Full marks 100(End sem. 80+Mid sem. 20)

E-Commerce

Objectives: To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.

Unit I:

Introduction E-Commerce-meaning, nature, concepts, types; e-commerce business models B2B [concept, major activities, types of B to B market (independent, buyer oriented, supplier oriented, e- market place)], B2C [portals, e-tailer, content provider, transaction broker, real life examples of B2C], C2C, C2B, etc.; forces behind e-commerce, e-Governance [meaning, types, significance, real life examples].

Unit II:

RM and SCM E-CRM-definition, features, goals of E-CRM business framework, phases of E-CRM, types of E-CRM, Functional components of E-CRM, strategies for E- CRM solutions; SCM-definition, features, types of supply chain.

Unit III:

Digital Payment Methods of e-payments [Debit Card, Credit Card, Smart Cards, e-Money, NEFT, RTGS], electronic or digital wallet, digital signature (procedures, working and legal provisions), payment gateways [Core Banking Solution or CBS, Mobile Payment, UPI, NCPI, International Payments], Online banking [meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting], risks involved in e-payments.

Unit IV: ERP & New Trends in E-Commerce

ERP

Definition, features, major characteristics, levels of ERP, benefits of ERP, enterprise potential of ERP, modules of ERP, phases of ERP implementation, limitations of ERP.

New Trends in E-Commerce

Social Commerce-concept, definition, features; Digital Marketing-definition, objectives, methods, limitations; Advertisement in Social Media-objectives, advantages and disadvantages, procedures

Learning Outcomes: This paper would enhance the technical skills of the students to get into the business ventures using electronic means thereby providing the opportunity to gain access to a larger customer base.

Text Books Recommended

1. E Commerce-D Mohapatra, Das and K M Das- Himalaya Publishing House
2. Bhaskar, B., E-Commerce, McGraw Hill

Suggested Readings:

1. E-Commerce ,Kakkar, Sendhu, Kalyani Publishers ,New delhi
2. E-Commerce, S.K. Dey/ M. Behera ,V.K. Global Pub. Pvt. Ltd, New Delhi.
3. Schneider G., E-Business, Cengage
4. E-Commerce and Business Communication: Datta &Somani, Oxford University Press.
5. E-Commerce– A K Jha, Vrinda Publications (P) Ltd
6. Pandey U.S – E.Commerce& Mobile Commerce Technology – S. Chand
7. P. T. Joseph, E-Commerce: An Indian Perspective, PHI Learning
8. Laudon, E-Commerce, Pearson Education India

(SEC-2) Full marks100(End sem 80 +Mid sem 20)

Entrepreneurship Development and Business Ethics

Objective: The purpose of the paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behavior for effectiveness at work and in life.

Contents:

Unit-I: Introduction:

Meaning, elements, determinants and importance of entrepreneurship and creative behavior; Entrepreneurship and Micro, Small and Medium Enterprises, Role of family business in India; The contemporary role models in Indian business: their values, business philosophy and behavioural orientations; Conflict in family business and its resolution

Unit-II: Sources of business ideas

Sources of business ideas and tests of feasibility: Significance of writing the business plan/ project proposal; Contents of business plan/ project proposal; Designing business processes, location, layout, operation, planning & control; preparation of project report

Unit-III: Public and private system of stimulation

Public and private system of stimulation: support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups, The concept, role and functions of business incubators, angel investors, venture capital and private equity fund

Mobilizing Resources

Mobilizing Resources: Mobilizing resources for start-up, Accommodation and utilities; Preliminary contracts with the vendors, suppliers, bankers, principal customers; Basic start-up problems

Unit IV: Business Ethics

Meaning - Scope – Types of Ethics – features – Factors influencing Business Ethics – significance of Business Ethics - Arguments for and against business ethics- Basics of business ethics - Corporate Social Responsibility and Business Ethics

Principles of Business Ethics Introduction – Meaning – Element – Ethics, Morale, Business ethics, Ethical dilemma [basic idea, features and significance of each of element]

Text Books Recommended

1. Entrepreneurship Development and Business Ethics: Mukherjee & Roy, Oxford University Press.
2. Entrepreneurship Development and Business Ethics-Desai V- Himalaya Publishing House- Himalaya Publishing House

Suggested Readings:

1. Kuratko and Rao, Entrepreneurship: A South Asian Perspective; Ferrell, Fraedrich, Farrell, Business Ethics, Cengage Learning
2. Ferrell, Fraedrich, Farrell, Business Ethics, Cengage
3. Entrepreneurship, R. Saibaba, Kalyani Publishers, New Delhi.
4. Entrepreneurship Development and Business Ethics, Sanjeet Sharma – V.K. Global Pvt. Ltd., New Delhi.
5. SS Khanka, Entrepreneurial Development, S. Chand & Co, Delhi.
6. Rao, V.S.P – Business Entrepreneurship & Management – Vikash Publication
7. Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House.
8. Plsek, Paul E. Creativity, Innovation and Quality(Eastern Economic Edition), New Delhi:Prentice-Hall of India. ISBN-81-203-1690-8.
9. Singh, Nagendra P. Emerging Trends in Entrepreneurship Development. New Delhi: ASEED.
10. Entrepreneurship Development and Business Ethics - M K Nabi, K C Rout, Vrinda Publications (P) Ltd