

As Per NEP 2020

University of Mumbai



Title of the program

A- P.G. Diploma in E-Commerce
B- M.Com (E-Commerce) (Two Year) } 2023-24

C- M.Com. (E-Commerce) (One Year) – 2027-28

Syllabus for

Semester – Sem I

Ref: GR dated 16th May, 2023 for Credit Structure of PG

Preamble

1) Introduction

The Syllabus for M. Com (E-Commerce) covers two academic years consisting of four semesters and this curriculum is prepared to give sound knowledge and understanding of E-Commerce to undergraduate students. The goal of the syllabus is to make the study of E-Commerce sector stimulating, relevant and interesting. The syllabus has been prepared in a participatory manner, after discussions with several faculty members in the subject and after referring the existing syllabi. Ecommerce is a field that has shown rapid growth in the past decade and will continue to do so soon. Our Master's degree in commerce provides the best platform to obtain mid to senior-level positions in the industry. Our Ecommerce course is tailored for working professionals and is highly flexible. In recent years India has experienced a boom in internet and smartphone penetration. The number of internet connections in 2021 increased significantly to 830 million, driven by the 'Digital India' programme. Out of the total internet connections, 55% of connections were in urban areas, of which 97% of connections were wireless. The smartphone base has also increased significantly and is expected to reach 1 billion by 2026. This has helped India's digital sector and it is expected to reach US\$ 1 trillion by 2030. This rapid rise in internet users and smartphone penetration coupled with rising incomes has assisted the growth of India's e-commerce sector. India's e-commerce sector has transformed the way business is done in India and has opened various segments of commerce ranging from business-to-business (B2B), direct-to-consumer (D2C), consumer-to-consumer (C2C) and consumer-to-business (C2B). Major segments such as D2C and B2B have experienced immense growth in recent years.

2) Aims and Objectives:

1. To introduce the students to various aspects of e-commerce applied in business.
2. To integrate professional skills in their learning through hands on experience to enhance the scope of employment and entrepreneurship.
3. To equip students and keep them updated on the changes and emerging trends in e- Commerce.
4. To give insights and specific learning for building confidence towards venturing into startups and emerge successful.

3) Learning Outcomes

- Impart the students with higher level knowledge and understanding of contemporary trends in e-commerce and business finance.

- To provide adequate knowledge and understanding about E-Commerce practices to the students.
- Learners will be able to recognize features and roles of businessmen, entrepreneur, managers, consultant, which will help learners to possess knowledge and other soft skills and to react aptly when confronted with critical decision making.
- Familiarize learners about various ICT tools which shall help the business & E-business to grow.

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4) Any other Point

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5. Credit Structure of the program (Sem-I, II, III & IV) (Table as per Parishishta 1 with Sign of HOD and Dean)

R: _____

Post Graduate Programs in University

Parishishta 1

Year (2 Year PG)	Level	Sem (2 Year)	Major		RM	OJ T /FP	RP	Cum. Cr.	Degree
			Mandatory*	Electives Any One					
I	6.0	Sem I	Database Management System Credits 4	Credits 4	4			22	I
			Internet & Web-Designing Credits 4	Business Model in E-Commerce OR					
			Network Infrastructure and Payment System Credits 4	ICT Applications in Ecommerce OR					
			Logistic & supply chain Management in E-Commerce Credits 2	E-Governance Environment					
				RM					
		Sem II	E-Commerce Security and Law Credits 4	Credits 4		4		22	
			Advance Technology for E-commerce Credits 4	International Business, Law and Taxation in Ecommerce OR					
			Management Information System Credits 4	SEM and Social Media OR					
			Digital Marketing Credits 2	Cyber Law					
Cum. Cr. For PG Diploma			28	8	4	4	-	44	

Exit option: PG Diploma (44 Credits after Three Year UG Degree)									
II	6.5	Sem III	E-service Management 4 Credits Technology Tools for E- Commerce 4 Credits Web Development 4 Credits Mobile Commerce and Safety Management 2 Credits	Credits 4 Electronic Data Interchange OR E-Commerce and Multi Media OR E-Banking			4	22	PG Degree After 3-Yr. UG
		Sem IV	Enterprise Resource Planning 4 Credits E-Marketing Management 4 Credits Social Media Marketing 4 Credits E-Retailing 2 Credits	Credits 4 Digital Media: Issues and Concerns OR E-Learning OR E-Commerce Customer Service and Issues			6	22	
Cum. Cr. For 1 Yr PG Degree			26	8			10	44	
Cum. Cr. For 2 Yr PG Degree			54	16	4	4	10	88	

Note:- *The number of courses can vary for totaling 14 Credits for Major Mandatory Courses in a semester as illustrated



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SEMESTER I

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Mandatory

Programme Name: M. Com (E-Commerce)

SEMESTER I Course Name: 1. Database Management System

TotalCredits:04

TotalMarks:100

Universityassessment:50

Collegeassessment:50

Prerequisite:

Course outcomes:

- C1) Understand the fundamental concepts and principles of Database Management Systems (DBMS).**
- C2) Gain knowledge of the various types of database models, including hierarchical, network, relational, and object-oriented.**
- C3) Learn how to design and implement database views, stored procedures, and triggers to enforce data integrity and automate business logic.**
- C4) Develop skills in querying databases using Structured Query Language (SQL) to retrieve, manipulate, and update data.**

MODULEI:(2CREDITS)

Unit1: Introduction to Database Management System (DBMS)

- A. Concept of Database, Database Management System:Concept, features, Importance &Evolution, Environment,Classifications,AdvantagesandIssuesofusingDBMS.**
- B. Three Level of Architecture, Implications of the Database Approach, Database Languages and Interfaces.**

Unit2: Relational Database Design

- A. Codd's rule, Entity relationship model, Entity Types, Attributes, Keys, Roles and Structural Constraints, Constraints on Relationship Types, Basic Relational Algebra Operations ,Additional Relational Operations.**
- B. Roles and functional Dependencies, Normalization, Mapping the ER model to Relational DB.**

MODULE II: (2CREDITS)

Unit3:Transaction Management and RecoverySystem

- A. Transaction Management: Transaction Concept, Transaction State, Implementation of Atomicity and Durability.**
- B. Recovery System: Failure Classification, Storage Structure, Recovery and Atomicity- Log - Based Recovery - Recovery with Concurrent Transactions.**

Unit4:SQLConcept

- A. Basics of SQL: Form of Basic SQLQuery-ExamplesofBasicSQLQueries, Multi table Queries.**
- B. Introduction to Nested Queries, Correlated Nested Queries, NULL values - Comparison using Null values - Disallowing NULL values, ComplexIntegrityConstraints inSQLTriggersandActive.**

References:

- 1. Database System Concepts" by Abraham Silberschatz, Henry F. North, and S. Sudarshan.**
- 2. "Database Management Systems" by Raghu Ramakrishnan and Johannes Gehrke.**
- 3. "SQL Programming and Database Design Using Microsoft SQL Server" by KalmanToth.**
- 4. "SQL Cookbook" by Anthony Molinaro.**
- 5. "Learning SQL" by Alan Beaulieu.**
- 6. "Head First SQL: Your Brain on SQL -- A Learner's Guide" by Lynn Beighley.**

Mandatory

Programme Name: M. Com (E-Commerce)

SEMESTER I Course Name: 2. Internet & Web-Designing

TotalCredits:04

TotalMarks:100

Universityassessment:50

Collegeassessment:50

Prerequisite:

Courseoutcomes:

- C1) To gain a comprehensive understanding of the Internet, its history, protocols, and infrastructure.
- C2) To gain proficiency in creating web pages using HTML to structure content and CSS to style and format web elements.
- C3) To learn how to install, configure, and customize CMS themes and plugins to create dynamic and interactive websites.
- C4) To understand the considerations for domain registration, web hosting plans, and FTP for uploading files.
- C5) To gain understanding of web analytics and basic search engine optimization (SEO) techniques.

MODULEI: (2CREDITS)

Unit1: Introduction to Internet

- A. Concept, Evolution of internet, Significance, Limitations, Types of Networks, Internet Network Services and functions of internet, current trends on internet.
- B. Internet Technology and Protocol, Internet Connectivity, TCP/IP, Router, Internet Addressing Scheme.

Unit2: Internet Security Management

- A. Management Concepts and Information Privacy and Copyright Issues, Network etiquettes.
- B. Overview of Internet Security, Firewalls, Internet Security, basics of asymmetric cryptosystems, Governance on internet, impact of internet on society, Internet Applications.

MODULE II: (2CREDITS)

Unit3:Web designing

- A. WWW- Concept, Web technology, Functioning of websites, Creating a Basic Web Page, Web Page Layout Techniques, Type of websites.
- B. Hypertext Markup Language (HTML)-Essential HTML for content, Cascading Style Sheets (CSS)-Selector Type, Common Properties, Photoshop Elements

and Principles of Design, Interactivity tools, Difference between web designer and web developers, web graphics.

Unit4: New trends

- A. Multimedia and Graphics, JavaScript, Adobe Dreamweaver, Facebook Page Designing, You Tube Videos.
- B. Utilities: Gif Animation, On-Page Search Engine Optimization, Google Webmasters Tools, Mobile website development • Email Network and server, Email Protocol.
- C.

References:

1. "HTML and CSS: Design and Build Websites" by Jon Duckett
2. "Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics" by Jennifer Niederst Robbins.
3. "Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability" by Steve Krug.
4. "Web Design with HTML, CSS, JavaScript and jQuery Set" by Jon Duckett.
5. "Responsive Web Design with HTML5 and CSS3" by Ben Frain.
6. "Web Design: Introductory" by Jennifer T. Campbell and Jessica Minnick.
7. "The Principles of Beautiful Web Design" by Jason Beard and James George.
8. "Learning PHP, MySQL & JavaScript: With jQuery, CSS & HTML5" by Robin Nixon.
9. "Information Architecture: For the Web and Beyond" by Louis Rosenfeld, Peter Morville, and Jorge Arango.
10. "CSS Secrets: Better Solutions to Everyday Web Design Problems" by Lea Verou.

Mandatory

Programme Name: M. Com (E-Commerce)

SEMESTER I Course Name: 3. Network Infrastructure and Payment System

TotalCredits:04

TotalMarks:100

Universityassessment:50

Collegeassessment:50

Prerequisite:

Course outcomes:

- C1) Understand network infrastructure components, protocols, and security principles.**
- C2) Design and implement network infrastructures for organizations.**
- C3) Configure and manage network devices, ensuring security and reliability.**
- C4) Gain an introduction to different payment systems used in e-commerce and industries.**
- C5) Understand the security considerations and challenges associated with payment systems.**
- C6) Learn payment system integration into web applications and e-commerce platforms.**

MODULEI: (2CREDITS)

Unit1: Introduction to Network infrastructure for E-Commerce

- A. Requirements for Network infrastructure for e-commerce, Market forces influencing I-way, Component of I-way, Global Information Distribution Network, Network Access equipment, Strategic Alliances and I-Way Infrastructure, Public policy issues shaping I-way.**
- B. Telephone based infrastructure, Cable/ TV based infrastructure, Wireless infrastructure, Commercial online infrastructure, Narrow band V/S Broadband Network.**

Unit2: Internet Protocol, Security and Protection

- A. TCP/IP Internet protocol for Network Infrastructure, Wireless Access Protocol (WAP), Mobile Network Infrastructure Internet, Intranet and extranet as E-commerce infrastructure, Network Infrastructure Security- External and Internal Attack.**
- B. Integrated Services Digital Network (ISDN), Protecting Network infrastructure - Steps in hacking Network Infrastructure, a new model to protect Network infrastructure.**

MODULE II: (2CREDITS)

Unit3:E-payment System

- A. E-Payment System- Concept, Online Payment System – prepaid e-payment service, postpaid e-payment system; Advantages and Limitations of Payment System, Role of E-payments.**
- B. Classification of Payment System, Scope of Payment system, Payment mediation services V/S Payment system, Payment processing Network, Payment Processing Settlement, and Payment Gateway.**

Unit4: Security Protocol, Threats and Measures

- A. Security Protocol, Digital certificates, Security threats in E-com environment, Credit & legal risk of e-payment system.**
- B. Credit Card based Payment System, Electronic Payment security- Encryption, Digital signatures, Digital Certificate, Public Key Infrastructure (PKI), Secure Socket Layer (SSL), 3D SET and Secure, Case studies in E- payment system.**

References:

- 1. "Computer Networks: A Systems Approach" by Larry L. Peterson and Bruce S. Davie.**
- 2. "TCP/IP Illustrated, Volume 1: The Protocols" by W. Richard Stevens and Gary R. Wright.**
- 3. "Network Warrior" by Gary A. Donahue.**
- 4. "Network Security Essentials: Applications and Standards" by William Stallings.**
- 5. "Payment Systems and Other Financial Transactions: Cases, Materials, and Problems" by Ronald J. Mann and Jay Lawrence Westbrook.**
- 6. "Digital Payment Systems: Technologies, Issues, and Challenges" by Michael Weißenberger and Elgar Fleisch.**
- 7. "Payment Systems: From the Salt Mines to the Board Room" by Lanny E. Davis and Walter J. Mix III.**
- 8. "Mobile Payment Systems: Secure Network Architectures and Protocols" by Christos Dimitrakakis and JurajPartila.**

Mandatory

Programme Name: M. Com (E-Commerce)

SEMESTER I Course Name: 4. Logistic & supply chain Management in E-Commerce

TotalCredits:02

TotalMarks:50

Universityassessment:25

Collegeassessment:25

Prerequisite:

Course outcomes:

- C1) Understand the fundamentals of logistics and supply chain management in the context of e-commerce.**
- C2) Learn about the key components of e-commerce logistics, including warehousing, inventory management, and order fulfillment.**
- C3) Gain knowledge of supply chain processes and their optimization in the e-commerce environment.**
- C4) Explore the use of technology and digital tools for efficient logistics and supply chain operations in e-commerce.**

MODULEI: (2CREDITS)

Unit1: Logistic in E-Commerce

- A. Logistic in E-commerce – Features, Significance, Evolution, E-Commerce logistics in developed market, Inventory Management.**
- B. ICT infrastructure for future logistics, E- logistics for transport modes and nodes, Airfreight, Rail-freight, Road-freight, Sheep-Freight, Automating E-logistics- B2C E-commerce fulfillment, E-fulfillment dimension.**

Unit2: Warehouse and E-logistics

- A. Warehouse Management System (WMS)- Functions, Connectivity of WMS solution into ERP, Warehousing challenges of e-commerce.**
- B. Radio Frequency Identification (RFID)- Cost and benefits, RFID to enhance data capture processes in warehouse environment. GS1 keys used in logistics and E-procurement, The Global Data Synchronization, Network (GDSN), Electronic Product Code Information System (EPCIS).**

References:

1. "Logistics and Supply Chain Management in e-business" by Janice Burn and Peter Marshall.
2. "E-Commerce Logistics and Supply Chain Management" by Jamie Y. E. Choi and William Ho.
3. "E-Supply Chain Management: Principles, Practices, and Implications" by BalajiRajagopalan and B. S. Sahay.
4. "E-Logistics and E-Supply Chain Management: Applications for Evolving Business" by Carlos Ferran and Alexandra Medeiros.

ELECTIVES 1

Programme Name: M. Com (E-Commerce)

SEMESTER I Course Name: 1. Business Model in E-Commerce

TotalCredits:04

TotalMarks:100

Universityassessment:50

Collegeassessment:50

Prerequisite:

Course outcomes:

- C1) Understand the concept of a business model and its significance in the context of e-commerce.**
- C2) Explore strategies for identifying and analyzing viable business models for e-commerce ventures.**
- C3) Gain knowledge of revenue generation and monetization strategies specific to e-commerce business models.**
- C4) Understand the importance of value proposition, customer segmentation, and customer acquisition in e-commerce business models.**

MODULEI: (2CREDITS)

Unit1: Introduction to E-enterprise and Business Models

- A. E-Commerce and E-enterprise- Concepts, Features, types of Business models, Difference between E-commerce and E-business, Eight key elements of a business model, E-tailing Business Models, Primary revenue Models in e-commerce.**
- B. E-Commerce Process Models: E-business Models Based on the Relationship of Transaction Parties, e-commerce Sales Life Cycle (ESLC) Model, selection of E-commerce business model.**

Unit2: E-commerce Business Models

- A. E-commerce Business Models: Business models in emerging E-commerce areas, Business to Consumer (B2C)- Characteristics, Process. Business to Business (B2B)- Characteristics, Importance, Alternative models of B2B, Features of C2C and C2B.**
- B. Marketing and Business strategies: B2C and B2B E-commerce, Role of Websites in B2C.**

MODULE II: (2CREDITS)

Unit3:Electronic Payment System

- A. Digital Wallets and Digital Cash, Online stored value system, Digital accumulating balance payment systems, Digital checking payment systems.**
- B. Online credit card transactions, Wireless payment systems, Electronic billing-EBPP, Market size and growth.**

Unit4: The Impact of E-Business on Different Fields and Industries

- A. E-Tourism · Employment and Job Market Online, Online Real Estate, Online Publishing and e-Books, Banking and Personal Finance Online.**
- B. On-Demand Delivery Systems and E-Grocers, Online Delivery of Digital Products.**

References:

- 1. "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers" by Alexander Osterwalder and Yves Pigneur.**
- 2. "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries.**
- 3. "E-Business Models: Concepts, Theory, and Application" by Omar El Sawy and Francis Pereira.**
- 4. "Platform Revolution: How Networked Markets Are Transforming the Economy and How to Make Them Work for You" by Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary.**
- 5. "Value Proposition Design: How to Create Products and Services Customers Want" by Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith, and Trish Papadacos.**

ELECTIVES 2

Programme Name: M. Com (E-Commerce)

SEMESTER I - Course Name: 2. ICT Applications in Ecommerce

TotalCredits:04

TotalMarks:100

Universityassessment:50

Collegeassessment:50

Prerequisite:

Course outcomes:

- C1) Understand the role of information and communication technology (ICT) in the context of e-commerce.**
- C2) Learn about the key ICT applications used in various aspects of e-commerce, including online shopping, payment processing, inventory management, and customer relationship management.**
- C3) Explore the use of ICT tools for effective digital marketing and advertising in e-commerce.**
- C4) Understand the importance of data analytics and business intelligence in optimizing e-commerce operations and decision-making.**

MODULEI: (2CREDITS)

Unit1: Introduction to Information Communication Technology (ICT)

- A. Evolution of computers – Features and design – Managing Hardware, Software, Computer Languages . Operating Systems – DOS.**
- B. Information Communication Technology (ICT)- Concept, Importance, Components, Use of ICT in E-commerce, Role of ICT in driving E-commerce business, ICT and E-commerce relationship, ICT Infrastructure and E-commerce.**

Unit2: Vital ICT Applications, issues

- A. E-Governance: Models – G2G, G2B, G2C, Benefits and risks of E-Governance, ICT in manufacturing – overview of CAD in conjunction with CAM.**
- B. E-environment- Geographical Information System (GIS) weather forecasting, E education- statistical packages (SPSS), Computer aided learning/e-learning in schools and over the Internet. E-health –Stress, Repetitive Strain Injury (RSI), Eyestrain, Extremely Low Frequency (ELF) radiation. Computers, health, and the law.**

MODULE II: (2CREDITS)

Unit3:Barriers of Application & Challenges

- A. Unsuitability for business, Enabling factors: internal ICT and managerial knowledge, Cost of developing and maintaining e-business systems, Network infrastructure issues: access and interoperability.**
- B. Building security and trust, Legal uncertainties, E-business adoption challenges.**

Unit4: Recent Trends

- A. Chatbot and Intelligent virtual assistants (IVAs), Recommendation systems, AI-driven pricing tools, Web scraping, Mobile Applications.**
- B. Supply chain visibility software, Warehouse automation technologies, E-Wallets.**

References:

- 1. "E-Commerce 2019: Business, Technology, and Society" by Kenneth C. Laudon and Carol GuercioTraver.**
- 2. "Mobile Payment Systems: Secure Network Architectures and Protocols" by Christos Dimitrakakis and JurajPartila.**
- 3. "Network Security Essentials: Applications and Standards" by William Stallings.**

ELECTIVES 3

Programme Name: M. Com (E-Commerce)

SEMESTER I - Course Name: 3. E-Governance Environment

TotalCredits:04

TotalMarks:100

Universityassessment:50

Collegeassessment:50

Prerequisite:

Course outcomes:

- C1) Understand the concept of e-governance and its significance in modern government systems.**
- C2) Explore the key components and models of e-governance, including service delivery, citizen participation, and government transparency.**
- C3) Gain knowledge of the technologies and infrastructure required for implementing e-governance initiatives.**
- C4) Learn about the legal, ethical, and regulatory frameworks associated with e-governance.**

MODULE I: (2CREDITS)

Unit1: Introduction to E-Governance

- A. Meaning, Features of E-Governance, Objectives of E-Governance, Benefits of E-Governance, Goals of E-Governance.**
- B. Types of E-Governance (G2C, G2B, G2E & G2G), Evolution of E-Governance in India.**

Unit2: E-Governance Infrastructure

- A. State Wide Area Network (SWAN), State Data Centre (SDC), State Service Delivery Gateway (SSDG), Common Service Centre (CSC), Technology and Society.**
- B. Ethics of Law and Technology, Data Security and Privacy Concerns, Smart Devices, Processes and Services.**

MODULE II: (2CREDITS)

Unit3:E-Governance Infrastructure & Technologies

- A. Information Society and Community Empowerment, IT Acts and National E-Governance Plan,**
- B. E-Governance Initiatives in India, National e-Governance Plan (NeGP), e-Kranti – Electronic delivery of services**

Unit4: Methods of E-Governance

- A. GIS Based Management Systems, Database and Human Development.**
- B. National Informatics Centre (NIC).**

References:

- 1. "Digital Governance: New Technologies for Improving Public Service and Participation" edited by Francesco Mureddu and Tommaso Ciarli.**
- 2. "E-Government and Websites: A Public Solutions Handbook" by Manuel J. Mendes and Jose Poças Rascão.**
- 3. "E-Government: Concepts, Methodologies, Tools, and Applications" edited by Mehdi Khosrow-Pour.**
- 4. "E-Government: From Vision to Implementation - A Practical Guide With Case Studies" by Larry D. Rosen and Gerald L. Gordon.**
- 5. "E-Government and E-Democracy: A Global Perspective" edited by Hans Jochen Scholl, Marijn Janssen, and Maria A. Wimmer.**

Programme Name: M.Com (E-Commerce)
Course Name: Research Methodology In Commerce and Management

TotalCredits:04

Universityassessment:50

Prerequisite:

TotalMarks:100

Collegeassessment:50

Module 1

Unit 1Introduction to Research

- a) Meaning of Research, Need and Scope of Research in Social Sciences, Humanities, Commerce and Management, Types of research- Basic, Applied, Descriptive, Analytical , Casual and Empirical Research.
- b) Planning of Research, Selection of Research Problem , Research Design, Significance of Review of Literature, Formulation, Importance and Types of Hypothesis, Significance and Methods of Sampling, Factors determining sample size

Unit 2 Research Process

- a) Stages in Research process, Primary data: Observation, Experimentation, Interview, Schedules, Survey, Limitations of Primary data, Secondary data: Sources and Limitations, Meta-Analysis
- b) Factors affecting the choice of method of data collection, Questionnaire: Types, Steps in Questionnaire Designing, Essentials of a good questionnaire

Module 2

Unit 3Data Processing and Statistical Analysis

- a) Data Processing: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation, Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis.
- b) Testing of Hypotheses – Parametric Test-t test, f test, z test, Non-Parametric Test -Chi square test, ANOVA, Factor Analysis, Multiple Regression Analysis, Interpretation of data: significance and Precautions in data interpretation

Unit 4 Research Reporting and Modern Practices in Research

- a) Research Report Writing: Importance, Essentials, Structure/ layout, Types, References and Citation Methods: APA (American Psychological Association), CMS (Chicago Manual Style) MLA (Modern Language Association) , Bibliometrics
- b) Footnotes and Bibliography, Modern Practices: Ethical Norms in Research, Plagiarism, Role of Computers in Research

Reference:

Research Methodology – Text and Cases with SPSS Applications, by Dr S.L. Gupta and Hitesh Gupta, International Book House Pvt Ltd

- **Business Research Methodology by T N Srivastava and Shailaja Rego, Tata Mcgraw Hill Education Private Limited, New Delhi**
- **Methodology of Research in Social Sciences, by O.R. Krishnaswami, Himalaya Publishing House**
- **Research Methodology by Dr Vijay Upagude and Dr Arvind Shende**
- **Business Statistics by Dr S. K Khandelwal, International Book House Pvt Ltd**
- **Quantitative Techniques by Dr S. K Khandelwal, International Book House Pvt Ltd**
- **SPSS 17.0 for Researchers by Dr S.L Gupta and Hitesh Gupta, 2nd edition, Dr S. K Khandelwal, International Book House Pvt Ltd**
- **Foundations of Social Research and Econometrics Techniques by S.C. Srivastava, Himalaya publishing House**
- **Statistical Analysis with Business and Economics Applications, Hold Rinehart & Wintston, 2nd Edition, New York**
- **Business Research Methods, Clover, Vernon T and Balsely, Howard L, Colombus O. Grid, Inc**
- **Business Research Methods, Emary C. Willima, Richard D. Irwin In. Homewood**
- **Research Methods in Economics and Business by R. Gerber and P.J. Verdooom, The Macmillan Company, New York**
- **Research and Methodology in Accounting and Financial Management, J.K Courtis**
- **Statistics for Management and Economics, by Menden Hall and Veracity, Reinmuth J.E**
- **Panneerselvam, R., Research Methodology, Prentice Hall of India, New Delhi, 2004.**
- **Kothari CR, Research Methodology- Methods and Techniques, New Wiley Ltd., 2009**

Paper Pattern (Total 50 Marks)

Internal = 25 Marks

External = 25 Marks

Internal Paper Pattern (25 Marks)

Q1. Project Presentation/ Case Study writing Marks 05

Q2. Quiz/ Group discussion 05 Marks

Q3. Paper Presentation/ Seminar presentation 05 Marks

Q4. Class Test 10 Marks

Total

25 Marks

External Paper Pattern (25 Marks)

Q1. Case Study Analysis 05 Marks

Q2. Answer the following (Any One) 10 marks

A

Or

B

Q3. Answer the following (Any One) 10 Marks

A

Or

B

Total 25 Marks

Paper Pattern

(Total 100 Marks)

Internal = 50 Marks

External = 50 Marks

Internal Paper Pattern (50 Marks)

Q1. Project Presentation/ Case Study writing 10 Marks

Q2. Quiz/ Group discussion / Role Playing 10 Marks

Q3. Paper Presentation/ Seminar presentation 10 Marks

Q4. Class Test 20 Marks

Total 50 Marks

External Paper Pattern (50 Marks)

Q1. Case Study Analysis 10 Marks

Q2. Answer the following (Any One) 10 marks

A

Or

B

Q3. Answer the following (Any One) 10 Marks

A

Or

B

Q4. Answer the following (Any One) 10 marks

A

Or

B

Q5. Answer the following (Any One) 10 marks

A

Or

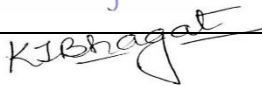
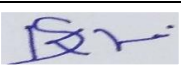
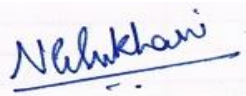
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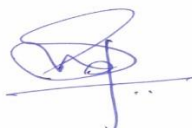
Total 50 Marks

Letter Grades and Grade Points:

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result
9.00 - 10.00	90.0 - 100	O (Outstanding)
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)
5.00 - < 5.50	50.0 - < 55.0	C (Average)
4.00 - < 5.00	40.0 - < 50.0	P (Pass)
Below 4.00	Below 40.0	F (Fail)
Ab (Absent)	-	Absent

Team for Creation of Syllabus

Name	College Name	Sign
Prof (Dr) Sangeeta N Pawar Professor and Head	Department of Commerce University of Mumbai	
Prof (Dr) Kishori J Bhagat Principal	Dr S. D. D Arts, Commerce and Science College, Wada, Palghar	
Prof (Dr) KanchanFulmali	Dahanukar College Vile Parle, Mumbai	
Dr. SatinderKaurGujral	Reena Mehta College of Arts Science Commerce and Management Studies	
Dr. JitendraAherkar	MKLM, BL Amlani College of Commerce and Economics	
Dr. NareshSukhani	UshaPravin Gandhi College of Arts Science and Commerce	



Prof (Dr) Sangeeta N Pawar
Professor and Head
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Dr. KavitaLaghate
Dean
Commerce and Management
University of Mumbai

Appendix- B

Justification for M. Com (E-Commerce)

1.	Necessity for starting the course:	NEP 2020
2.	Whether the UGC has recommended the course:	Yes
3.	Whether all the courses have commenced from the academic year 2023-24	Yes
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?:	Aided Courses, Yes
5.	To give details regarding the duration of the Course and is it possible to compress the course?:	Two Years Course, Each course has Separate Specialization the course cannot be Compressed
6.	The intake capacity of each course and no. of admissions given in the current academic year:	E-Commerce-80
7.	Opportunities of Employability / Employment available after undertaking these courses:	Jobs in teaching field, Research associates, Computer Analyst, Accountants, Banking jobs. Marketing Representatives, HR Staff, Web Designer, Animator, Advertising Personnel, Export, Business Consultancy, Start UPS



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Sign of Dean,
Name of the Dean
Name of the Faculty