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

(With effect from the academic year 2023-24)

University of Mumbai

(As per NEP 2020)

Sr. No.	Heading	Particulars	
1	Title of program O: _____A	A	P.G. Diploma in Business Management
	O:_____ B	B	M.Com. (E-Commerce) (Two Year)
	O:_____ C	C	M.Com. (E-Commerce) (One Year)
2	Eligibility O: _____A	A	Graduate in faculty from Commerce and Management (B.Com, B.Com(B & I), B.Com(A & F), B.Com (FM), BMS) from any University recognised by UGC
	O: _____B	B	Graduate in faculty from Commerce and Management (B.Com, B.Com(B & I), B.Com(A & F), B.Com (FM), BMS) from any University recognised by UGC
	O: _____C	C	Graduate with 4 year UG Degree (Honours/ Honours with Research) with specialization in concerned subject or equivalent academic level 6.0 OR Graduate with 4 year UG Degree Programme with maximum credits required for award of minor degree is allowed to take up the post graduate programme in minor subject provided the student has acquired the required number of credit as prescribed by the concerned Board of Studies
3	Duration of program R: _____	A	1 Year
		B	2 Years
		C	1 Year
4	R: _____Intake Capacity	80	
5	R: _____Scheme of Examination	NEP 50% Internal 50% External, Semester End Examination Individual Passing in Internal and External Examination	

6	Standards of Passing R: _____	40%	
7	Credit Structure R: _____	Attached herewith	
8	Semesters	A	Sem.. I & II
		B	Sem.. I, II III & IV
		C	Sem.. I & II
9	Program Academic Level	A	6.0
		B	6.5
		C	6.5
10	Pattern	Semester	
11	Status	New	
12	To be implemented from Academic Year	A	
		B	2023-24
		C	2027-28

Sign of the BOS Prin. Kishori Bhagat Chairman Board of Studies: Accountancy

Sign of the Offg. Associate Dean Dr. Ravikant Balkrishna Sangurde Faculty of Commerce

Sign of the Offg. Associate Dean Prin. Kishori Bhagat Faculty of Management

Sign of the Offg. Dean Prof. Kavita Laghate Faculty of Commerce & Management

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 leaners about various ICT tools which shall help the business & E-business to grow.**
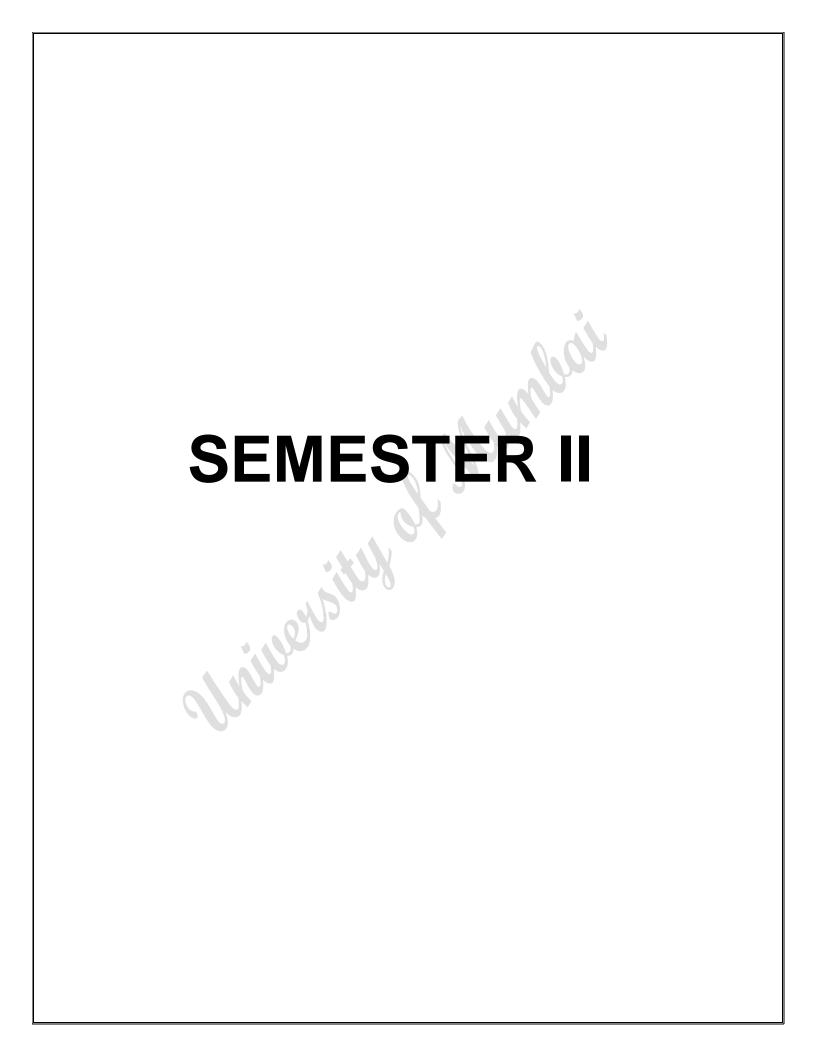
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4) <u>**Any other Point**</u>

   _____

5. Credit Structure of the program (Sem-I, II, III & IV) (Table as per Parishisht 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	OJT /FP	RP	Cum. Cr.	Degree
			Mandatory*	Electives Any One					
I	6.0	Sem I	Database Management System Credits 4 Internet & Web-Designing Credits 4 Network Infrastructure and Payment System Credits 4 Logistic & supply chain Management in E-Commerce Credits 2	Credits 4 Business Model in E-Commerce OR ICT Applications in Ecommerce OR E-Governance Environment RM	4			22	I
		Sem II	E-Commerce Security and Law Credits 4 Advance Technology for E-commerce Credits 4 Management Information System Credits 4 Digital Marketing Credits 2	Credits 4 International Business, Law and Taxation in Ecommerce OR Search Engine Marketing and Social Media OR Cyber Security and Cyber Law		4		22	
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

SEMESTER II

SEMESTER II

Mandatory 1

Programme Name: M. Com (E-Commerce)
Course Name: 1. <u>E-Commerce Security and Law</u>

Total Credits: 04	**Total Marks: 100**
University assessment: 50	**College**

Assessment: 50 Pre requisite:

<u>Course outcomes:</u>

CO1. Understand the importance of security in e-commerce and the potential risks and threats faced by online businesses and consumers.

CO2. Learn about the legal and regulatory frameworks that govern e-commerce security, including privacy laws, data protection laws, and cyber security regulations.

CO3. Gain knowledge of different types of cyber threats and attacks commonly encountered in e- commerce, such as hacking, identity theft, and financial fraud.

CO4. Explore various security measures and technologies used to protect e-commerce systems and transactions, including encryption, firewalls, secure payment gateways, and authentication mechanisms.

MODULE I: (2 CREDITS)

Unit 1: Introduction to Ecommerce Security

A. Ecommerce security: Concept; need; Importance; Security issues in E-Commerce; Security risks of Ecommerce, Threats and risk Management: types of threat; sources of threats.

B. Network Security: Encryption; protecting web server with a firewall, Firewall and the security policy; network firewall and application firewalls and application server, Types of E-Commerce contract: Electronic contract; Click wrap contract; Shrink wrap contract

Unit 2: Security Threats and measures

A. Current threats, Cryptography, public key certificates and infrastructures, authentication, and authorization certificate.

B. Mobile code security; security of agent-based system; secure electronic transactions, intellectual property protection, Symmetric and Asymmetric Cryptosystem, role of electronic signature; EDI Security.

MODULE II: (2 CREDITS)

Unit 3: Introduction to Cyber law

A. Cyberspace and internet in India- penalties, offences, and compensation, Protection of cyber consumers in India and CPA1986, International efforts related to cyberspace laws,

B. Trace an IP address, Security tools, Client server network security, Encryption

Unit 4: Cyberspace Laws
A. Cyberspace, Data or Information Cryptography, Computer Forensics & DigitalEvidences, Security tools,

B. Network security, Data Encryption methods, Intellectual Property Issues, Ransomwareand Cyber Laws.

Reference:

1. "E-Commerce Security: Advice from Experts" by Anup K. Ghosh and Anup K. GhoshAssociates
2. "E-Commerce and Internet Law: Treatise with Forms" by Ian C. Ballon
3. "E-Commerce Law: National and Transnational Topics and Perspectives" by Yun Zhao andJulia Hörnle
4. "E-Commerce Security and Privacy" by Peter P. Swire
5. "E-Commerce Law and Practice in Europe" by Susan Singleton
6. "Internet Law: Cases and Materials" by Laura E. Little

Course Name: 2. <u>Advance Technology for E-commerce</u>

Total Credits: 04 **Total Marks: 100**
University assessment: 50 **College assessment: 50**

<u>Course outcomes:</u>

CO1. Understand the latest advanced technologies used in e-commerce.

CO2. Learn about emerging trends and innovations in e-commerce technology.

CO3. Gain knowledge of advanced e-commerce platforms and their features.

CO4. Explore the application of artificial intelligence and machine learning in e-commerce.

CO5. Understand the role of big data and analytics in e-commerce decision-making.

CO6. Learn about advanced payment systems and security measures in ecommerce.

MODULE I: (2 CREDITS)

Unit 1: Introduction to advanced technology for ecommerce
 A. Advanced technology for ecommerce: Concept of Ecommerce, Internet and WWWfunction.
 B. Types of technology, Electronic Data Interchange (EDI)- Benefits, Transaction and examples, Multimedia technology-desktop video conferencing., Securing Network Transaction: Cryptology, Digital Signature, E-mail security

Unit 2: Advanced technology for ecommerce
 A. Internet Protocols-OSI Model, TCP/IP, FTP, LAN, WAN, Information Publishing Technology – HTML, URL, HTTP, HTML, FORM, CGI SERVICES
 B. Extensible Markup Language (XML) – Application and Architecture, Web Server and client (Web Browser).

MODULE II: (2 CREDITS)

Unit 3: Mobile Agents & WAP
 A. Mobile Agents – Concept, Mobility and security issues, Client Server Approach v/s Mobile Agent based approach, Mobile computing, Mobile users in Global E-commerce, Coalition Formation
 B. Wireless Application (WAP) – Benefits and Architecture, Web Server and client (Web Browser).

Unit 4: New trends

A. New E-commerce Technology Trends, Broadband technologies, Affiliate Marketing, Content marketing – challenges, Key performance indicators (KPIs), Complex Server and Network Infrastructure, transitioning to Virtualisation & Cloud Computing, use of fully or partially outsourced IT support.

B. Supercharged Kiosks, Role of Instant Messaging (IM), Digital literacy and multimedia design

Reference:

1. "E-Commerce 2019: Business, Technology, Society" by Kenneth C. Laudon and CarolGuercio Traver
2. "Advanced E-commerce: Scaling Strategies and Technologies" by Paul Boag
3. "E-Commerce Platform Acceptance: Suppliers, Retailers, and Consumers" by DennisHartmann and Wolfgang Maass
4. "The E-commerce Book: Building the E-Empire" by Steffano Korper and Juanita Ellis
5. "E-Commerce: Business, Technology, Society" by Kenneth C. Laudon and CarolGuercio Traver
6. "E-Commerce Essentials" by Kenneth C. Laudon and Carol Guercio Traver

Course Name: 3. <u>Management Information System</u>

Total Credits: 04   **Total Marks: 100**
University assessment: 50   **College assessment: 50**

Pre requisite:

<u>Course outcomes:</u>

CO1. **Understand the role and importance of management information systems inorganizations.**

CO2. **Gain knowledge of the key components and functions of management informationsystems.**

CO3. **Learn how to analyze and assess information needs of different organizational levels.**

CO4. **Understand the concepts and principles of database management systems.**

MODULE I: (2 CREDITS)

Unit 1: Introduction to MIS

A. MIS: Concept; Characteristics, components, strategic uses, challenges of global Information system, Information System Resources: selection of Business software andhardware, business network and data warehouses

B. Business intelligence, knowledge management, system planning and development.,

Unit 2: Business and Designing Information System

A. Classification of MIS: Transaction Process system (TPS); Process Control System (PCS); enterprise collaboration system (ECS), Business Information System

B. System Design: Conceptual Design, objectives and method, Structuring Data of MIS;Pyramid structure, querying, aggregating and visualizing data

MODULE II: (2 CREDITS)

Unit 3: Information and System concept

A. Information: Concepts, types, dimension of Information, Information quality, System:Kinds, elements of system, Human as information processing system

B. Need of IT Industry, Scope of Infrastructure management, Attributes of computing system

Unit 4: Decision Support System and Development of MIS

A. Decision making: Concept, types, Simon's Model, Decision making and MIS Supporting management Decision: Key Performance Indicators, Planning and Implementation.

B. Development of MIS: Development of long range plans of MIS, Ascertaining the class of information, Development and Implementation of MIS, Management of Quality in MIS, Organization for development of MIS, MIS: The Factors for success and failure.

Reference:

1. "Management Information Systems: Managing the Digital Firm" by Kenneth C. Laudon and Jane P. Laudon
2. "Management Information Systems: Managing the Digital Transformation" by R. KellyRainer Jr., Brad Prince, and Hugh J. Watson
3. "Essentials of MIS" by Kenneth C. Laudon and Jane P. Laudon
4. "Management Information Systems: Managing the Digital Firm Plus MyLab MIS with Pearson eText" by Kenneth C. Laudon and Jane P. Laudon
5. "Information Systems for Managers: Text and Cases" by Gabriele Piccoli
6. "Management Information Systems: For the Information Age" by Stephen Haag and MaeveCummings

Course Name: 4. Digital Marketing

Total Credits: 02　　　　　　　　**Total Marks: 50**
University assessment: 25　　　**College assessment: 25**

Pre requisite:

Course outcomes:

CO1. Understand the key concepts and principles of digital marketing.

CO2. Learn how to develop effective digital marketing strategies and campaigns.

CO3. Gain knowledge of various digital marketing channels and their applications.

CO4. Develop skills in using Google Analytics to track, measure, and analyze website andcampaign performance.

CO5. Learn how to set up and configure Google Analytics for accurate data collection.

MODULE I: (2 CREDITS)

Unit 1: Introduction

A. Features, Strategies, Aligning Internet with Business Objectives, User Behaviour & Navigation,Branding & User Experience, Types of Digital Marketing;

B. Search Engine Optimization (SEO) – Search Engines Basics, How Search Engines works?, Stakeholders in Search, Customer Insights, keyword, keyword Density, On & off-page Optimization, Meta Tags, Layout, Content Updates, Inbound Links & Link Building, GooglePanda Google Penguin.

C.

Unit 2: Google Analytics

A. Getting Started With Google Analytics, How Google Analytics works?, Accounts-profiles and users navigation, Google Analytics-Basic metrics, The main sections of Google Analytics reports-Traffic Sources, Direct referring and search traffic;

B. Social Media Optimization (SMO) - Introduction, Pros & Cons, how it works – bookmarking & aggregating, content, content sharing, knowledge sharing; connecting to social networking - Facebook, Twitter, LinkedIn, Youtube and Flickr; blogging; podcasting, Research methods for writing quality & timely content, engaging your audience with video

References:

1. "Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey and FionaEllis-Chadwick

2. "The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, andMeasurable Online Campaigns" by Ian Dodson

3. "Google Analytics Breakthrough: From Zero to Business Impact" by Feras Alhlou,Shiraz Asif, and Eric Fettman

4. "Google Analytics: Understanding Visitor Behavior" by Justin Cutroni

5. "Digital Marketing Analytics: Tools, Techniques, and Technologies to MeasurePerformance" by Ilya Grigorik

<div align="center">**ELECTIVES 1**</div>

Programme Name: M. Com (E-Commerce)
Course Name: 1. <u>International Business, Law and Taxation in Ecommerce</u>

Total Credits: 04 **Total Marks: 100**
University assessment: 50 **College assessment: 50**

Pre requisite:

<u>Course outcomes:</u>

CO1. Understand the fundamental concepts and theories of international business and itsimplications in the context of e-commerce.

CO2. Gain knowledge of the legal frameworks and regulations governing international e-commerce transactions.

CO3. Learn about the legal considerations and challenges in international contract law,intellectual property rights, and consumer protection.

CO4. Understand the tax implications and considerations involved in international e-commerce operations.

CO5. Develop skills in identifying and mitigating legal and tax risks associated with cross-border e-commerce activities.

MODULE I: (2 CREDITS)

Unit 1: Legal Framework of International Business

A. Nature and complexities, Code, common laws & civil laws - their implications to business,

B. International business contract – legal provisions, Payment terms, Documents used in international business, International sales agreements, Rights and duties of agents and distributors

Unit 2: Enforcement and Settlement

A. Enforcement of contracts and dispute settlement, International commercial arbitration.

B. Regulatory Framework of WTO: Basic principles and charter of WTO/GATT, Origin and evaluation of GATT – Changes from GATT to WTO, Regional groupings, Subsidies, technical standards, antidumping duties and other non-tariff barriers, custom valuation and dispute settlement, Implications of WTO to important sectors- GATS, TRIPs and TRIMs.

MODULE II: (2 CREDITS)

Unit 3: Regulations and Treaties related to Ecommerce

A. Regulations and Treaties Relating to: Licensing, Franchising, Joint Ventures, Patents andtrademarks, Technology transfer, Turnkey Project.

B. Regulatory Framework Relating to Electronic Commerce

Unit 4: International Business Taxation and Treaties

A. International Business Taxation and Treaties. Impact of globalization, Internal Reforms, Restriction on trade, international conventions,

B. Indian Laws and Regulations Governing International Business Transactions: FEMA, Taxation of foreign income, Foreign Direct Investments in India, Setting up offices and branches abroad, Restrictions on trade in endangered species and other commodities, Current EXIM Policy.

References:

1. "International Business Law and Its Environment" by Richard Schaffer, Filiberto Agusti, and Lucien J. Dhooge

2. "International Business Law: Text, Cases, and Readings" by Ray A. August, Don Mayer, and Michael Bixby

3. "International Business Law and the Legal Environment: A Transactional Approach" by Larry A. DiMatteo, Michael J. Dennis, and James G. Barnes

4. "E-commerce and International Taxation" by Michael Lang, Jeffrey Owens, Pasquale Pistone, and Josef Schuch

5. "International Taxation in a Nutshell" by Richard L. Doernberg

6. "Global E-commerce Law and Business" by Julian S. Millstein, Mary Wong, and Lianjun Li

ELECTIVES 2

Programme Name: M. Com (E-Commerce)
Course Name: 2. Search Engine Marketing and Social Media

Total Credits: 04   **Total Marks: 100**
University assessment: 50   **College**

assessment: 50Pre requisite:

Course outcomes:

CO1. Understand the key concepts and strategies of search engine marketing and social mediamarketing.

CO2. Learn how to develop and implement effective search engine marketing campaigns.

CO3. Gain knowledge of search engine optimization (SEO) techniques to improve websitevisibility and organic search rankings.

CO4. Develop skills in using search engine advertising platforms, such as Google Ads, tocreate and optimize paid search campaigns.

MODULE I: (2 CREDITS)

Unit 1: Introduction to Search Engine Marketing

A. Meaning Google Ad words and Needs, Google network, Ad words terminologies,Campaign types, Creation of Google Display NETWORK (GDN)
B. Display Ads format, Conversion tracking GDN Campaign creation (DEMO), Remarketing, Google shopping Ads.

Unit 2: Impact of Search Engine Marketing on Ecommerce

A. Benefits for Ecommerce, Challenges, SEM vs SEO, Impact on Indian Markets, SEM withAds, Impact on Small Business
B. Strategies for Implementation.

MODULE II: (2 CREDITS)

Unit 3: Introduction to Social Media

A. Introduction to Social Media, Facebook Marketing, Instagram Marketing, LinkedIn.Marketing, Twitter Marketing.
B. SMM Tools, Creating a successful social media strategy.

Unit 4: Impact of Social Media on E-Commerce

A. Role of Social Media in E-Commerce, Benefits of social media in e-commerce strategies,Develop of Social Media Marketing Strategies.
B. Impact of Social Media on SEO, Social Media Marketing Tools.

References:

1. "Ultimate Guide to Google AdWords" by Perry Marshall, Mike Rhodes, and Bryan Todd
2. "Social Media Marketing: A Strategic Approach" by Melissa Barker, Donald I. Barker, and Nicholas F. Bormann
3. "Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising" by CoreyRabazinski
4. "The Art of SEO: Mastering Search Engine Optimization" by Eric Enge, StephanSpencer, and Jessie Stricchiola
5. "Social Media ROI: Managing and Measuring Social Media Efforts in YourOrganization" by Olivier Blanchard
6. "Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey and FionaEllis-Chadwick s

ELECTIVES 3

Programme Name: M. Com (E-Commerce) Course Name: 3. Cyber Security and Cyber Law

Total Credits: 04   **Total Marks: 100**
University assessment: 50   **College assessment: 50**

Pre requisite:

Course outcomes:

CO1. Understand the fundamental principles and concepts of cyber security & law.

CO2. Gain knowledge of the legal frameworks and regulations governing cyberspace.

CO3. Learn about the legal considerations and challenges related to cybercrimes, privacy, and data protection.

CO4. Understand the laws and regulations surrounding intellectual property rights in the digital realm.

CO5. Develop an understanding of the legal liabilities and responsibilities of individuals and organizations in cyberspace.

MODULE I: (2 CREDITS)

Unit 1: Introduction to Cyber Security

A. Defining Cyberspace and Overview of Computer and Web-technology, Architecture of cyberspace, Communication and web technology.

B. Regulation of cyberspace, Concept of cyber security, Issues and challenges of cyber security.

Unit 2: Introduction to Cyber law

A. Information Technology Act, Copyright Act, Cyber Ethics, Digital Security, Cyberspace and internet in India- penalties, offences, and compensation.

B. Protection of cyber consumers in India and CPA1986, International efforts related to cyberspace laws, Trace an IP address.

MODULE II: (2 CREDITS)

Unit 3: Information Technology Act, 2000

A. The Indian Evidence Act of 1872 vs Information Technology Act, 2000: Status of Electronic Records as Evidence, Proof and Management of Electronic Records; Relevancy, Admissibility and Probative Value of E-Evidence, Proving Digital Signatures, Proof of Electronic Agreements, Proving Electronic Messages.

B. Other Amendments in the Indian Evidence Act by the IT Act, Amendments to the BankersBooks Evidence Act, 1891 and Reserve Bank of India.

Unit 4: Protection of Cyber Consumers in India

A. Consumer Complaint, Defect in Goods and Deficiency in Services, Restrictive and Unfair Trade Practices, Instances of Unfair Trade Practices, Reliefs Under CPA, Beware Consumers, Consumer Forums, Jurisdiction and Implications on cyber.

B. Consumers in India, Applicability of CPA to Manufacturers, Distributors, Retailers and Service Providers Based in Foreign Lands Whose Goods Are Sold or Services Provided to a Consumer in India. Amendments in Indian IT Act 2000.

References:

1. "Cyber Law: Legal and Practical Aspects" by Brett J. Trout
2. "Cyber Law in India" by Farooq Ahmed
3. "Cyber Law: Maximizing Safety and Minimizing Risk in Classrooms" by Nancy S.Willard
4. "Cyber Law: Legal Principles and Policy Perspectives" by E. Emmanuel Akwuruoha
5. "The Law of Cybercrimes and Their Investigations" by George R. Milne
6. "Cyber Law: A Legal Arsenal for Online Business" by Brett J. Trou

Paper Pattern   (Total 50 Marks)

Internal   **=**   **25**   **Marks**
External   **=**   **25**   **Marks**

Internal Paper Pattern   **(25 Marks)**

Q1. Project Presentation/ Case Study writing	**05 Marks**
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
     B

                                            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