

Choice Based Credit System (CBCS)

UNIVERSITY OF DELHI

FACULTY OF SOCIAL SCIENCES

**UNDERGRADUATE PROGRAMME
(Courses effective from Academic Year 2015-16)**



SYLLABUS OF COURSES TO BE OFFERED **Core Courses, Elective Courses & Ability Enhancement Courses**

Disclaimer: The CBCS syllabus is uploaded as given by the Faculty concerned to the Academic Council. The same has been approved as it is by the Academic Council on 13.7.2015 and Executive Council on 14.7.2015. Any query may kindly be addressed to the concerned Faculty.

Undergraduate Programme Secretariat

Preamble

The University Grants Commission (UGC) has initiated several measures to bring equity, efficiency and excellence in the Higher Education System of country. The important measures taken to enhance academic standards and quality in higher education include innovation and improvements in curriculum, teaching-learning process, examination and evaluation systems, besides governance and other matters.

The UGC has formulated various regulations and guidelines from time to time to improve the higher education system and maintain minimum standards and quality across the Higher Educational Institutions (HEIs) in India. The academic reforms recommended by the UGC in the recent past have led to overall improvement in the higher education system. However, due to lot of diversity in the system of higher education, there are multiple approaches followed by universities towards examination, evaluation and grading system. While the HEIs must have the flexibility and freedom in designing the examination and evaluation methods that best fits the curriculum, syllabi and teaching-learning methods, there is a need to devise a sensible system for awarding the grades based on the performance of students. Presently the performance of the students is reported using the conventional system of marks secured in the examinations or grades or both. The conversion from marks to letter grades and the letter grades used vary widely across the HEIs in the country. This creates difficulty for the academia and the employers to understand and infer the performance of the students graduating from different universities and colleges based on grades.

The grading system is considered to be better than the conventional marks system and hence it has been followed in the top institutions in India and abroad. So it is desirable to introduce uniform grading system. This will facilitate student mobility across institutions within and across countries and also enable potential employers to assess the performance of students. To bring in the desired uniformity, in grading system and method for computing the cumulative grade point average (CGPA) based on the performance of students in the examinations, the UGC has formulated these guidelines.

CHOICE BASED CREDIT SYSTEM (CBCS):

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.

Outline of Choice Based Credit System:

- 1. Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.
- 2. Elective Course:** Generally a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.
 - 2.1 Discipline Specific Elective (DSE) Course:** Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective. The University/Institute may also offer discipline related Elective courses of interdisciplinary nature (to be offered by main discipline/subject of study).
 - 2.2 Dissertation/Project:** An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project.
 - 2.3 Generic Elective (GE) Course:** An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.
- 3. Ability Enhancement Courses (AEC)/Competency Improvement Courses/Skill Development Courses/Foundation Course:** The Ability Enhancement (AE) Courses may be of two kinds: AE Compulsory Course (AECC) and AE Elective Course (AEEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement. They ((i) Environmental Science, (ii) English/MIL Communication) are mandatory for all disciplines. AEEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.
 - 3.1 AE Compulsory Course (AECC):** Environmental Science, English Communication/MIL Communication.
 - 3.2 AE Elective Course (AEEC):** These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based instruction.

Project work/Dissertation is considered as a special course involving application of knowledge in solving / analyzing /exploring a real life situation / difficult problem. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

Details of Courses Under Undergraduate Programme (B.A./ B.Com.)

Course	*Credits	
	Paper+ Practical	Paper + Tutorial
<u>I. Core Course</u> (12 Papers)	12X4= 48	12X5=60
Two papers – English		
Two papers – MIL		
Four papers – Discipline 1.		
Four papers – Discipline 2.		
Core Course Practical / Tutorial* (12 Practicals)	12X2=24	12X1=12
<u>II. Elective Course</u> (6 Papers)	6x4=24	6X5=30
Two papers- Discipline 1 specific		
Two papers- Discipline 2 specific		
Two papers- Inter disciplinary		
Two papers from each discipline of choice and two papers of interdisciplinary nature.		
Elective Course Practical / Tutorials* (6 Practical/ Tutorials*)	6 X 2=12	6X1=6
Two papers- Discipline 1 specific		
Two papers- Discipline 2 specific		
Two papers- Generic (Inter disciplinary)		
Two papers from each discipline of choice including papers of interdisciplinary nature.		
<ul style="list-style-type: none"> • Optional Dissertation or project work in place of one elective paper (6 credits) in 6th Semester 		
<u>III. Ability Enhancement Courses</u>		
1. Ability Enhancement Compulsory (2 Papers of 2 credits each)	2 X 2=4	2 X 2=4
Environmental Science		
English Communication/MIL		
2. Ability Enhancement Elective (Skill Based)	4 X 2=8	4 X 2=8
(4 Papers of 2 credits each)		
	<hr/> Total credit= 120	<hr/> Total = 120

Institute should evolve a system/policy about ECA/ General Interest/Hobby/Sports/NCC/NSS/related courses on its own.

***wherever there is a practical there will be no tutorial and vice-versa.**

B.A. (VS) Small and Medium Enterprises CBCS

B.A. (Vocational Studies) Small and Medium Enterprises : Three-Year (6-Semester)

CBCS Programme

Course Structure

B.A. (VS) Small and Medium Enterprises

<u>Semester – I</u>		
1.1	Environmental Studies/ Language: English/Hindi/Modern Indian Language	Ability Enhancement Compulsory Course (AECC)
1.2	English/ MIL I	Core Discipline
1.3	Fundamentals of Entrepreneurship and MSMEs	Core Discipline
1.4	Principles of Microeconomics	Core Discipline
<u>Semester – II</u>		
2.1	Language: English/Hindi/Modern Indian Language/ Environmental Studies	Ability Enhancement Compulsory Course (AECC)
2.2	MIL / English I	Core Discipline
2.3	Organization and Management of MSMEs	Core Discipline
2.4	Macroeconomics	Core Discipline
<u>Semester – III</u>		
3.1	English/ MIL II	Core Discipline
3.2	Institutional Support to MSMEs	Core Discipline
3.3	Indian Economy – Sectoral Issues	Core Discipline
3.4	Computer Concepts and Software Packages	Skill Enhancement Course (SEC)
<u>Semester – IV</u>		
4.1	MIL / English II	Core Discipline

B.A. (VS) Small and Medium Enterprises CBCS

4.2	MSMEs Policy Framework	Core Discipline
4.3	Labour and Development in India	Core Discipline
4.4	Business Communications and personality Development	Skill Enhancement Course (SEC)
<u>Semester – V</u>		
5.1	Financial Management in MSMEs	Elective Core – Discipline Based
5.2	Internship Project / Project	Elective Core – Generic
5.3	Financial Accounting Corporate Laws	Elective Core – Generic
5.4	Contemporary Environment of MSMEs	Skill Enhancement Course (SEC)
<u>Semester – VI</u>		
6.1	Marketing Management in MSMEs	Elective Core – Discipline Based
6.2	Globalization Human Resource Management in MSMEs	Elective Core – Discipline Based
6.3	Business Law Marketing Strategy and relationship marketing	Elective Core – Generic
6.4	E-Commerce	Skill Enhancement Course (SEC)

B.A. (Vocational Studies) Small and Medium Enterprises

Semester I

Paper 1.3 Fundamentals of Entrepreneurship and MSMEs

Duration: 3 hours

Marks: 100

lectures: 75

Objectives: To give the basic understanding of the various concepts and factors of entrepreneurship and MSME.

Unit I 15

Basic Aspects: Concept, nature of Entrepreneur & Entrepreneurship, Classification of entrepreneurs, Distinction between Entrepreneur and Manager, Entrepreneurship and Entrepreneurship, Theories of Entrepreneurship: Schumpeter, McLelland and Drucker, Medium, Small and Tiny Business : Definition, Role in the economy and significance

Unit II 15

Developing Entrepreneurial Plan :Environment assessment : political, legal, economic, social, Technological, global environment, Developing effective business plan.

Unit III 15

Entrepreneurial Venture Initiation: Assessment of business opportunities, Entrepreneurial Motivation, Government initiatives and private sector opportunity.

Unit IV 15

Growth and Development of Entrepreneurial Venture: Strategic planning for emerging venture, Managing entrepreneurial growth, Role of venture capital and their problems.

Unit V 15

Challenges in Entrepreneurship: Business Succession and continuing from family Business perspective, Succession policy, problems of innovation and change.

Suggested Readings

- Wickham, Phillip A (1998); Strategic Entrepreneurship, Pitman, UK.
- Shukla, MB, (2011), Entrepreneurship and Small Business Management, KitabMahal, Allahabad

B.A. (VS) Small and Medium Enterprises CBCS

- Hill, Michal A., Inland Durama R et al; Strategic Entrepreneurship: Creating a New Mindset, Blackwell Publishers, Oxford.
- Zenas Block and Ian C Macmillan, Corporate Venturing, Harvard Business School Press, Boston
- Sahay A., V. Sharma (2008), Entrepreneurship and New Venture Creation, Excel Books, New Delhi.
- Lall, Sahai (2006), Entrepreneurship, Excel Books, New Delhi.

B.A. (Vocational Studies) Small and Medium Enterprises

Semester I

Paper 1.4 Principles of Microeconomics

Duration: 3 hours

Marks: 100

lectures: 75

Objectives: This course intends to expose the student to the basic concepts in Microeconomics, Which is the study of the economic behaviour of small economic groups such as families and firms. The broad subject matter of Microeconomics is making decisions on the allocation of limited resources available with individuals, firms and organizations. Typically, it applies to the markets where goods and services are bought and sold with a goal of maximizing benefits.

Unit- I

15

Introduction: Scarcity, choice, opportunity cost and production possibility frontier;
Demand and supply: law of demand, determinants of demand, shifts of demand curve versus movements along a demand curve, market demand; law of supply, determinants of supply, shifts of supply versus movements along a supply curve, market supply, market equilibrium.

Unit- II

15

Demand and Supply: Applications of demand and supply: price rationing, price floors, consumer surplus, producer surplus.

Elasticity: price elasticity of demand, calculating elasticity, determinants of price elasticity, cross and income elasticity.

Unit- III

15

Consumer Theory: Budget constraint, concept of utility, diminishing marginal utility, indifference curves, Price, income and substitution effects.

Unit- IV

15

Production and Costs: Production: production functions, law of variable proportions, returns to scale, isoquant and isocost lines, producer equilibrium

Costs: costs in the short run, costs in the long run, revenue and profit maximizations, economies and diseconomies of scale,

Market Structures

Perfect Competition: theory of a firm under perfect competition, equilibrium of the firm in the short run and long run

Imperfect Competition: Monopoly: short run and long run equilibrium; comparison of perfect competition and monopoly, price discrimination;

Suggested Readings:

- Lipsey, R. and Alec Chrystal: Economics, Oxford University Press, Twelfth Edition, 2011
- Case, Karl E. & Ray C. Fair: Principles of Economics, Pearson Education, Inc., 8th edition, 2007.

B.A. (Vocational Studies) Small and Medium Enterprises

Semester II

Paper 2.3 Organization and Management of MSMEs

Duration: 3 hours

Marks: 100

lectures: 75

Objectives: To provide the basic understanding of the various concepts related to setting up of a small business and management

Unit I

25

Setting up a Small Business: Determination of the nature of the business unit : Micro, Small and Medium enterprise, Comparative evaluation of feasibility of buying an existing enterprise , setting up a new venture or starting the business through franchising, Location strategy, Preliminary Registration with State Directorate of Industries

Unit II

15

Assessment of different forms of business organizations: Sole Proprietorship, Partnership, LLP, Joint Stock Companies, HUF.

Unit III

15

Production Planning: Layout and Control, Types of manufacturing process, Selection of manufacturing process, Purchase Management, Inventory Management.

Unit IV

20

Productivity Improvement Strategies: Integration and Diversification, Internal Expansion, Quality Management, Recent trends

Suggested Readings

- Wickham, Phillip A (1998); Strategic Entrepreneurship, Pitman, UK.
- Shukla, MB, (2011), Entrepreneurship and Small Business Management, KitabMahal, Allahabad
- Hill, Michal A., Inland Durama R et al; Strategic Entrepreneurship: Creating a New Mindset, Blackwell Publishers, Oxford.
- Zenas Block and Ian C Macmillan, Corporate Venturing, Harvard Business School Press, Boston
- Sahay A., V. Sharma (2008), Entrepreneurship and New Venture Creation, Excel Books, New Delhi.
- Lall, Sahai (2006), Entrepreneurship, Excel Books, New Delhi.

B.A. (Vocational Studies) Small and Medium Enterprises

Semester II

Paper 2.4 Macroeconomics

Duration: 3 hours

Marks: 100

lectures: 75

Objectives: This course introduces students to the basic concepts in Macroeconomics. In this course the students are introduced to the definition, measurement of the macroeconomic variables. It explains how and why the economy grows and fluctuates over time based on the decisions made, in the aggregate, by consumers, businesses, and governments. As the world is shifting toward a global economy, the study of Macroeconomics helps the student to understand the overall macroeconomic environment under which one has to take economic decisions.

Unit-I **15**

Introduction: Basic concepts and issues of Macroeconomics.

Unit-II **15**

National Income Accounting: Concepts of GDP and National Income; measurement of national income and related aggregates; nominal and real income; limitations of the GDP concept.

Unit-III **15**

Determination of GDP: consumption and saving functions, investment function, equilibrium GDP; concepts of MPS, APS, MPC, APC; Concept of multiplier, fiscal and monetary policies.

Unit-IV **15**

IS-LM Analysis: Derivations of the IS and LM functions; effects of fiscal and monetary policies on equilibrium income

Unit-V **15**

Balance of Payments and Exchange Rate: Meaning, Factors, current account and capital account, determination of exchange rate.

Suggested Readings:

1. Case, Karl E. & Ray C. Fair, Principles of Economics, Pearson Education, Inc., 8th edition, 2007.

2. Lipsey, R. and Alec Chrystal: Economics, Oxford University Press, Twelfth Edition, 2011

B.A. (VS) Small and Medium Enterprises CBCS

B.A. (Vocational Studies) Small and Medium Enterprises

Semester III

Paper 3.2 Institutional Support to MSMEs

Duration: 3 hours

Marks: 100

lectures: 75

Objectives:

To provide the basic understanding of the Institutional support system available to MSMEs and their functioning.

Unit I

15

Institutional Support Mechanism: SIDO, SIDBI, NSIC, SISI, Commodity Boards, State Directorate of Industries, SIDC'S, SFC, District Industries Centre. MUDRA Bank.

Unit II

15

Institutional Support Mechanism: Testing Laboratories, Product and Process Development Centres, NISEBUD, National Service and Technology Entrepreneurship Development Board.

Unit III

15

Institutional Support Schemes: Role of RBI, RBI Guidelines to commercial banks, lending by Commercial and Development Banks, Equity Fund Scheme, Credit Guarantee Scheme,

Unit IV

15

Institutional Support Schemes: Interest Subsidy, Seed/Margin Money, DRI, Refinance Scheme, Composite Loan Scheme, Single Window Scheme, National Equity Fund Scheme, Bills Rediscounting Scheme.

Unit V

15

Marketing Assistance, Research Development and Training Facilities, Export Assistance to MSMEs, Technology Upgradation, Assistance to Ancillary Industries, Incentives for MSMEs in Backward Areas.

Suggested Readings

- S.C. Kuchhal, "Corporation Finance".
- P.V. Kulkarni, "Corporation Finance".
- P.V. Kulkarni & S.P. Kulkarni, "Corporate Finance".
- R.M. Srivastava, Essentials of Business Finance."

B.A. (Vocational Studies) Small and Medium Enterprises

Semester III

Paper 3.3 Indian Economy – Sectoral Issues

Duration: 3 hours

Marks: 100

lectures: 75

Objectives: This paper provides an overview of the development of the different sectors and their interrelations of the Indian economy. The study of the three broad sectors namely agriculture, industry and services would help the students understand the developments in different policy environment.

Unit-I

15

Agriculture: Trends in production and productivity, land reforms, land tenure system, land distribution. Agricultural labour, wages and employment and issue of under-employment. Capital investment, credit, Irrigation and supply of other inputs.

Unit-II

15

Agricultural Policies- Green revolution, pricing and procurement policies, PDS and support price.

Unit – III

15

Industry: Growth and Structure of industry. Industrial and licensing policies, large, small and cottage industries.

Unit-IV

15

Industrial finance, capital and multinationals. Cost of each source of finance

Unit –V

15

Service Sector: Growth and Structure of service sector – major components, linkages with other sectors, and importance in the national economy, informal sector.

Suggested Readings

- Uma Kapila Indian Economy: Performance and Policy: Performance and Policy
- Dutt&Sundaram - Indian Economy

**B.A. (Vocational Studies) Small and Medium Enterprises
Semester III**

Paper 3.4 Computer concepts and software packages

Duration: 3 hours

Marks: 100

lectures: 50

Unit I

5

Basic Concepts: Meaning, characteristics and applications of a Computer, Advantages and limitations of a computer, Meaning of Data, Information and Knowledge, Data types, data storage, data representation such as ASCII.

Unit II

5

Components of Computers: Hardware components: input devices, output devices, system unit. Software components: Application software: general purpose packaged software and tailor – made software, System software: operating system, interpreter, compiler, linker, loader.

Unit III

15

Operating System: Need and functions of an Operating System, Graphic user interface and character user interface. Windows environment: application and document, Windows interface such as icons, lists, menus, dialog box, etc. Desktop, control panel, system tools, utilities such as calculator, calendar, etc. Explorer: file types, attributes, names, folders, drives, devices. File functions: create, open, close, delete, rename, move, cut, copy, paste, etc.

Unit IV

10

Introduction to Networks and Internet: Meaning and types of networks - LAN, MAN and WAN, Internet, difference between internet and intranet. Basics: functions, growth, anatomy, Uses, Wireless and wifi, Internet services: ISP, types of accounts, World Wide Web: websites file transfer, browsing, searching.

Unit V

15

Office Applications: Meaning and applications of word processing,

MS-Word – formatting text, writing basic document using Word, Header and Footer, Page formatting, paragraph formatting, saving a document, printing a document. Meaning and applications of spreadsheets.

MS-Excel – creating a workbook, saving a workbook, editing a workbook, creating a series, use of basic formulae in Excel, use of functions in Excel, sorting data, creating simple charts. Meaning and applications of presentation.

MS-PowerPoint – creating simple presentation including slide transitions, bullets, etc.

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The Theory paper will be based on Units 1-4 only and the practical component will be based on Unit 5 only.

Suggested Readings

- Absolute Beginner's Guide to Computer Basics by Michael Miller
- Fundamental of Computers by Akash Saxena, Kratika Gupta
- Fundamentals of Information Technology, Alexis and Mathew
- Computers Today, Donald H. Sanders.
- Basic Financial Accounting, J.R. Monga
- Computer Fundamentals, P.K. Sinha
- Double Entry Book-Keeping, T.S. Grewal and Grewal.

GUIDELINES FOR THE CONDUCT OF PRACTICAL EXAMINATION

Computer Concepts, Software Packages and Computerized Accounting

Time: 60 Minutes

Maximum Marks: 25

Ques. No.	Description of Question	Marks	Time Allowed
1	Lab testing of various concepts MS word, PPT and Excel as mentioned in Unit V.	25	60 minutes

- Note
1. There will be no internal assessment in Practical component of this Paper.
 2. 10 minutes time may be given to the examinees for adjustment of computers before the practical.
 3. Hard Copy of evaluation sheet and question paper will be given to examinees
And they will produce soft copy as answer sheet for evaluation.

B.A. (VS) Small and Medium Enterprises CBCS

B.A. (Vocational Studies) Small and Medium Enterprises

Semester IV

Paper 4.2 MSMEs Policy Framework

Duration: 3 hours

Marks: 100

lectures: 75

Objectives: To familiarize students with the different policies applicable to MSMEs and their implications on MSMEs.

Unit I

15

Policy Environment for Small Scale Sector, Pre and Post 1991 Industrial Policy, New Policy Measures, Reports of various Working Groups on SSIs: Kothari Committee 2,000, Ganguly Committee 2004.

Unit II

15

Policy Support Mechanism: Reservation of Items for Small Scale Industries, Rationale, Procedures, Criticism, De-reservation, Removal of Quantity Restrictions, Government's Purchase Preferences Policy for Small Industries Products, Price Preference Policy for SSI products.

Unit III

15

Policy of Priority Credit, Equity Participation, Equity issues by small enterprises through OCTEI, Policy of Technology Upgradation in small enterprises, Technology Bureau for Small Enterprises.

Unit IV

15

Taxation Benefit to SSI: Need for tax benefits, Tax Holiday, Rehabilitation Allowances, Expenditure on Scientific Research, Amortization of certain Preliminary Expenses, Tax concession to SSI in rural and backward areas, Expenditure on acquisition of Patents and Copyrights.

Unit V

15

Policy on Handling Sickness in Small Industries: Causes and consequences of Sickness, Measures to prevent sickness in small units

Measures for Export Promotion: Export Processing Zones (EPZs), Special Economic Zones (SEZ), Measures for Export Promotion, Organizational support for Export Promotion

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Suggested Readings

- Personal Finance by Jack R. Kapoor, Les R. Dlabay and Robert J. Hughes, Tata McGraw Hill Publishing Company Ltd. New Delhi.
- Personal Finance columns in The Economic Times, The Business Line and Financial Express Daily News Papers
- Kothari Committee Report
- SSI Policy
- Sick Industries Companies Act'
- www.iasb.org
- Internet Sources- BSE, NSE, SEBI, RBI, IRDA, AMFI etc

B.A. (VS) Small and Medium Enterprises CBCS

B.A. (Vocational Studies) Small and Medium Enterprises

Semester IV

Paper 4.3 Labour and Development in India

Duration: 3 hours

Marks: 100

lectures: 75

Objectives: The course is intended to equip the students with conceptual, legal, and empirical issues pertaining to labour in India. The focus of the course would be on the changing profile and position of labour in modern India. The role of the state, nation and International labour organisations will be emphasized.

Unit-I **15**

Patterns of development and changing forms of labour in india, Labour, employment and work – Meanings and changing forms .

Unit-II **15**

Pre and post-colonial pattern of development –industrialization, planned development-pre and post reforms, Regulation of labour. Workers in unorganized sector-agricultural, Rural, Migrant, Bonded, Child and Women etc. Workers in Organized sectors- Industrial - Blue and White collar workers. Workers in Tertiary sector.

Unit-III **15**

Labour protest and Trade Union Movement: Evolution of Trade Union Movement, Trade Union Movement in India. Labour protest and Industrial action

Unit-IV **15**

State and Labour: Labour administration- union Govt. and State Govt., Mechanism of wage settlement, National commission on labour

Unit-V **15**

International labour Organisation in India: Role and structure of ILO, India and ILO

Suggested Readings:

- Report of second National commission on Labour (2002)
- SukomalSen, Working Class movement in India
- Empowering Rural labour in India (ed), 1998, New delhi, R. RadhaKrishna and A.N Sharma
- Rehabilitation of Child labour in India V.V Giri National Labour Institute, NOIDA.

B.A. (VS) Small and Medium Enterprises CBCS

B.A. (Vocational Studies) Small and Medium Enterprises

Semester IV

Paper 4.4 Business Communication and Personality Development

Duration: 3 hours

Marks: 100

lectures: 60

Objectives

To equip students of the B.A(VS) course to effectively acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.

Unit I

5

Nature of Communication Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication, Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers

Unit II

10

Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.

Unit III

5

Report Writing Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports. Vocabulary Words often confused, Words often misspelt, common errors in English.

Unit IV

15

Business Etiquettes, Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone, Handling business meetings, Role play on selected topics with case analysis and real life experiences. Aids to correct Business writing, Practical Grammar (basic Fundamentals), Sentence errors-Punctuation, Vocabulary building.

Unit V

25

Oral Presentation, Importance, Characteristics, Presentation Plan, Power point presentation, Visual aids. How to make a presentation, the various presentation tools, along with guidelines of effective presentation, boredom factors in presentation and how to overcome them, interactive presentation & presentation as part of a job interview, art of effective listening. Leadership – quality of a leader, leadership quiz with case study, knowing your

B.A. (VS) Small and Medium Enterprises CBCS

skills and abilities. Introduction to group discussion techniques with debate and extempore, increase your professionalism. Audio Video recording and dialogue sessions on current topics, economy, education system, environment, politics.

Suggested Readings:

1. Lesikar, R.V. & Flatley, M.E.; *Basic Business Communication Skills for Empowering the Internet Generation*, Tata McGraw Hill Publishing Company Ltd. New Delhi.
2. Bovee, and Thill, *Business Communication Today*, Pearson Education
3. Shirley Taylor, *Communication for Business*, Pearson Education
4. Locker and Kaczmarek, *Business Communication: Building Critical Skills*, TMH
5. Sinha, K.K., *Business Communication*, Galgotia and Sons, New Delhi.
6. Reuben, Ray; *Communication today – understanding creating skills*, Himalaya Publishing House, 2001.
7. E. H. McGraw, S. J.; *Basic Managerial Skills for All*. Fourth Edition, Prentice Hall of India Pvt. Ltd., New Delhi.
8. Stephen R. Covey; *The seven habits of highly effective people*

Note: Latest edition of text books may be used.

B.A. (VS) Small and Medium Enterprises CBCS

B.A. (Vocational Studies) Small and Medium Enterprises

Semester V

Paper 5.1 Financial Management in MSMEs

Duration: 3 hours

Marks: 100

lectures: 75

Objectives:

To familiarize the students with the concepts of financial management in the MSMEs and their use.

Unit I **15**

Meaning, objectives and significance of Financial Management, Project Appraisal Technique- Payback Period, NPV, IRR, PI,

Unit II **15**

Cost of capital and capital structure. Sources of Finance, Working Capital Management : Concept, Importance, Cash Management, Inventory Management, Management of Accounts Receivables. Budgeting Control : Meaning, Importance, Limitation, Types of Budgets, Fixed vs Flexible Budget

Unit III **15**

Financial Planning, Estimation of Financial Requirements, Sources of Finance : Internal sources and External sources of Financing including Term Loans and Financial Accommodation from Financial Institutions, Venture Capital,

Unit IV **15**

Profitability Analysis: Factors Affecting Profits, Profit Planning: characteristics, advantages and limitation, Break Even Analysis, Profitability Ratios, Cash Flow Statement.

Unit V **15**

Concept of Risk, Types of Risk, Risk mitigation Strategies

Suggested Readings:

- Singh, Surender and Kaur, Rajeev. *Basic Financial Management* Mayur Paperbacks, New Delhi
- S.N. Maheshwari, *Management Accounting & Financial Analysis* S. Chand & Sons
- S.C. Kuchhal, *Financial Management*, Vikas Publishing House
- Steward C. Myers, Richard A. Brealey *Principles of Corporate Finance* (International Edition)
- M.Y. Khan & R.K. Jain "Financial Management Text & Problems" Tata McGraw
- Khatri, P.V. & Verma S. *Management Accounting 2011*, Global Vision Publishing House

B.A. (VS) Small and Medium Enterprises CBCS

B.A. (Vocational Studies) Small and Medium Enterprises

Semester V

Paper 5.2 Internship Project/ Project

Marks: 100

lectures: 30

Objectives: to provide basic and hand on understanding of the industry.

Note:

Each student of Vocational Courses shall undergo Practical Internship of four weeks during the vacations after fourth semester in an approved Business/Industrial/Govt./Service organization. The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training they will have to submit a training report. The internship/project reports will carry 100 marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the fifth semester. It is to be submitted by the date fixed by the College.

The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

Alternatively, if it is not possible to do industrial internship the students will prepare a project report on a topic assigned to him/ her by the college. The project report will be evaluated as above.

B.A. (Vocational Studies) Small and Medium Enterprises

Semester V

Paper 5.3 Financial Accounting

Duration: 3 hours

Marks: 100

lectures: 75

Objectives:

To make the student familiar with generally accepted accounting principles of financial accounting and their applications in business organizations excluding corporate entities.

Unit- I

15

Financial Accounting: Nature and scope, Limitations of Financial Accounting. Basic Concepts and Conventions, Accounting Standards: Meaning, Significance, Generally Accepted Accounting Principles (GAAP). Accounting Process: From recording of transactions to preparation of final accounts. Rectification of errors and Bank Reconciliation statement.

Unit- II

15

(i) Consignments: Features, Accounts treatment in the books of the consignor and consignee.

(ii) Joint Ventures: Accounting procedures: Joint Bank Account, Records Maintained by co-venturer of (a) all transactions (b) only his own transactions. (Memorandum joint venture account).

(iii) Inland Branches: Dependent branches only and Ascertainment of Profit by Debtors method and Stock and Debtors method.

Unit- III

15

Depreciation Accounting: Meaning of depreciation, causes, objects of providing depreciation, factors affecting depreciation, accounting treatment including provision for depreciation accounting. Methods of depreciation: straight line method and diminishing balance method. Accounting for Hire Purchase Transactions, Journal entries and ledger accounts in the books of Hire Vendors and Hire Purchaser for large value items including Default and repossession.

Unit- IV

15

B.A. (VS) Small and Medium Enterprises CBCS

Partnership: Admission, Retirement, Dissolution of Partnership Firms: Legal Position, Accounting for simple dissolution.

Unit- V

15

Analysis of financial statements, Common size balance sheet, Ratio analysis, Cash Flow statement.

List of Reading

1. J.R. Monga, Basic Financial Accounting, Mayur Paper backs, Darya Gang, New Delhi
2. S.N. Maheshwari, Financial Accounting, Vikas Publication, New Delhi
3. P.C. Tulsian, Financial Accounting, Tata McGraw Hill, New Delhi
4. Ashok Sehgal and Deepak Sehgal, Fundamentals of Financial Accounting, Taxmann, New Delhi
5. R. NarayanaSwamy, "Financial Accounting" PHI Pvt., New Delhi
6. S.P. Jain and K.L. Narang, Advanced Accounting, Kalyani Publishers New Delhi
7. Ashok Sehgal and Deepak Sehgal, Fundamentals of Financial Accounting, Taxmann, New Delhi
8. Naseem Ahmed, Nawab Ali Khan, M.L. Gupta, Financial Accounting, Ane Books Pvt. Ltd. New Delhi

Note: Latest edition of text book may be used.

B.A. (VS) Small and Medium Enterprises CBCS

B.A. (Vocational Studies) Small and Medium Enterprises

Semester V

Paper 5. 3 Corporate Laws

Duration: 3 hours

Marks: 100

lectures: 75

Objectives

The objective of the course is to impart basic knowledge of the provisions of the Companies Laws and the Depository Laws along with relevant case law.

Unit I

15

Introduction: Characteristics of a company, concept of lifting of corporate veil, Types of companies, association not for profit, illegal association, Formation of company – Promoters, their legal position, pre-incorporation contract and provisional contracts. Documents – Memorandum of Association, Articles of Association, Doctrine of Constructive Notice and Indoor Management, Prospectus and Book Building process.

Unit II

15

Share Capital – issue, allotment and forfeiture of share, demat of share, transmission of shares, buyback, share certificate and share warrant, Members and shareholder – their rights and duties. shareholders meetings, kinds, convening and conduct of meetings, AGM, EGM, Class meetings.

Unit III

15

Management – Directors, classification of directors, dis-qualifications, appointment, legal position, powers and duties, disclosures of interest, removal of directors, board meetings, Key managerial personnel and remuneration, Dividend Provisions and issue of bonus shares. Investigations. Audit and accounts

Unit IV

15

Winding up – concept and modes of winding up, **Emerging issues in company law:** One Person Company (OPC), Small Company, Postal Ballot, Small Shareholders on Board, Director Identity Number (DIN), Corporate Identity Number (CIN), MCA-21, Online Filing of Documents, Online Registration of Company, National Company Law Tribunal (NCLT), Limited Liability Partnership (LLP), Insider Trading, Rating Agencies, Producer Company – concept and formation.

B.A. (VS) Small and Medium Enterprises CBCS

Unit V :

15

Depositories Act 1996: Definitions, Rights and Obligations of Depositories, Participants Issuers and Beneficial Owners, Inquiry and Inspections, Penalty.

Suggested Readings:

- Kuchhal MC "Company law " Mahavir Publications
- Dagar Inderjeet and AgnihotriAnurag "Corporate laws" Galgotia publishing company, New Delhi
- Sharma J. P, "*An Easy Approach to Corporate Laws*", Ane Books Pvt Ltd, New Delhi.
- Singh Avtar "Company Law" Allahabad Law House
- Bharat Law House, New Delhi, "*Manual of Companies Act, Corporate Laws and SEBI Guidelines*".
- Kannal, S., & V.S. Sowrirajan, "*Company Law Procedure*", Taxman"s Allied Services (P) Ltd., New Delhi (Latest Edn)
- Charlesworth& Morse, "*Company Law*", Sweet & Maxwell", London, U.K.
- Gowar, LCB, "*Principles of Modern Company Law*", Stevens & Sons, London.

B.A. (VS) Small and Medium Enterprises CBCS

B.A. (Vocational Studies) Small and Medium Enterprises

Semester V

Paper 5.4 Contemporary Environment in MSMEs

Duration: 3 hours

Marks: 100

lectures: 60

Objectives: To familiarize them with the understanding of contemporary environment of MSMEs.

Unit I **12**

Changing scenario of MSMEs in the era of Liberalisation&Globalisation, Competitiveness, Quality control and Branding, Need for professionalism in management of small business in India, social responsibilities of small business owners.

Unit II **12**

Micro, Small and Medium Enterprises Development Act (MSMEDA) 2006, Objective, Definition, Provisions pertaining to promotion and development of MSMEs.

Unit III **12**

Rural Entrepreneurship: Concept, Need, Problems, Methods of Developing Rural Entrepreneurship.

Unit IV **12**

Women Entrepreneurship: Concept, Challenges, Strategies, Institutional Support to Women Entrepreneurs, Self Help Groups (SHG)

Unit V **12**

International Entrepreneurship: Concept and Nature, International versus Domestic Entrepreneurship—Political, Legal, Cultural and Technological Environment; Strategic Issues in International Entrepreneurship; Barriers to International Trade- Protectionism, Trade Blocs; GATT: Entrepreneurial entry into International Business- Exporting, Licensing, Turnkey Projects, Joint Ventures, Management Contracts

B.A. (VS) Small and Medium Enterprises CBCS

Suggested Readings

- Hisrich, Robert D., Michael P Peters, Entrepreneurship: Starting, Developing and Managing a New Enterprise, Irwin, London
- Shukla, MB, (2013), Entrepreneurship and Small Business Management, KitabMahal, Allahabad
- Baporikar, Neeta, Entrepreneurship Development and Project Management: Text & Cases, Himalaya Publishing, Mumbai.
- Charantimath, Poornima M, (2009), Entrepreneurship Development Small Business Enterprise , Dorling Kindersley India Pvt Ltd.(Pearson), Delhi

B.A. (VS) Small and Medium Enterprises CBCS

B.A. (Vocational Studies) Small and Medium Enterprises

Semester VI

Paper 6.1 Marketing Management in MSMEs

Duration: 3 hours

Marks: 100

lectures: 75

Objectives To familiarize the students with the concepts of marketing management in the MSMEs and their use.

Unit I

15

Small Business Marketing: Concept of Marketing, Scope of Marketing, Assessment of Demand, Market Segmentation, Marketing Mix, Product Mix, Processing of Products and Processing Strategies

Unit II

15

Channels of Distribution, Role of Middlemen, Distribution Strategies, Franchising – Concepts and Benefits.

Unit III

15

Sales Promotion, Advertising and Publicity, Packaging Strategies, Branding Strategies, Managing Brand Systems.

Unit IV

15

Product Life Cycle – Introduction Stage Strategies, Growth Stage Strategies, Maturity Stage Strategies, Decline Stage Strategies

Unit V

15

Place: Concept, Objectives & Importance of Channels of Distribution Of Consumer Goods, Types Of Channels Of Distribution, Factors Affecting Choice Of Distribution Channels. Logistics: Meaning, Importance, Objectives, Marketing Logistics Task, Approaches Of Logistics (Total Cost & Total System Approach)

Suggested Readings:

- Kotler, Keller, Koshy and Jha, Marketing Management, 13th Edition Pearson Education
- Ramaswamy Vs. Namakumari, Marketing Management, 4th, Macmillan
- Shukla A.K., Marketing Management, 1st Edition, VaibhavLaxmiPrakashan
- Lamb Charless W. et. Al; Principals of Marketing; South Western Publishing
- Cravens David Wet al; ,Marketing Management Richard D. Irwin
- Kotler Philip and Armstrong Gary, Principles of Marketing, Pearson
- Bushkirk, Richard H: Principles of Marketing; Dryden Pren, Illinois

B.A. (Vocational Studies) Small and Medium Enterprises

Semester VI

Paper 6.2 Globalization

Duration: 3 hours

Marks: 100

lectures: 75

Objectives: The Paper is designed to familiarise the students with the concept of globalisation and integration of developing countries with the world economy. The aim of the paper is to provide a critique of globalisation and stress on local/national policies than follow the one-size-fits-all approach Globalisation

Unit I **15**

Meaning and contents of globalization- First and second phases of modern economic globalization.
Benefits of globalization, expansion of markets, freer movement of goods, services and factors (labour and capital).

Unit II **15**

Role of globalisation in reducing inequality and poverty.
Distribution of benefits of globalisation shared by developed and developing countries

Unit III **15**

Globalisation and the world economy - production, global value chains - a case of simultaneous integration and segmented production.

Unit IV **15**

Critique of globalisation – To what extent globalisation implies a rise of neo-liberalism.
To understand the decline in the authority of the Nation-state and reduction of policy space. Major brunt borne by social spending and decline of safety nets.

Unit V **15**

Global governance - IMF, World Bank and the WTO. Role of the WTO in governing the world trading systems.
The way forward - stress on local/regional/national (context-specific) than global economy`

Suggested Readings

- Deepak Nayyar, Globalisation
- Joseph Stiglitz, Globalisation and its discontents

B.A. (VS) Small and Medium Enterprises CBCS

B.A. (Vocational Studies) Small and Medium Enterprises

Semester VI

Paper 6.2 Human Resource Management in MSMEs

Duration: 3 hours

Marks: 100

lectures: 75

Objectives To familiarize the students with the concepts of Human Resource management in the MSMEs and their use.

Unit I **15**

Role of HRD in MSMEs: Manpower Planning in MSMEs, Hiring Process – Recruitment and Selection, Training and Evaluation of Performances, Wage and Salary Administration in MSMEs, Employment Motivation

Unit II **15**

Management of Industrial Relation: Causes of Industrial Dispute, Methods of Resolution of Disputes, Procedure and Role of Arbitration and Conciliation, Strikes, lockout

Unit III **15**

Relevant Regulations for MSMEs: Factories Act 1948, Industrial Employment (Standing Orders) Act 1946, Minimum Wages Act 1936, Employment Provident Fund and Miscellaneous Provisions Act 1952,

Unit IV **15**

Relevant Regulations for MSMEs: Trade Union Act 1926, Bonus Act, Industrial dispute Act 1947

Unit V **15**

Executive Development Programme: Meaning, Need, Relevance, Holistic Training Model, Evaluation of EDPs, Techniques for enhancing effectiveness of EDPs

Suggested Readings

- Dessler Garry & Biju Varkky, "Human Resource Management" 10th edition, Pearson education.
- Dessler Garry & Biju Varkky, "Fundamental of HRM" Pearson education
- Ivancevich M John "HRM" 10th Edition, The McGraw Hill company
- Prasad LM "HRM" Sultan Chand & Sons.
- Gupta CB "HRM" Sultan Chand & Sons.
- Wilson P John "Human Resource Development " Kogan Page 2nd Edition.

B.A. (Vocational Studies) Small and Medium Enterprises

Semester VI

Paper 6. 3 Business Law

Duration: 3 hours

Marks: 100

lectures: 75

Objectives: The objective of the course is to impart basic knowledge of the important business laws along with relevant case law.

Unit I: The Indian Contract Act, 1872 **15**

Contract – meaning, characteristics and kinds, Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects, Void agreements, Discharge of contract – modes of discharge including breach and its remedies, Contingent contracts, Quasi contracts

Unit II: The Indian Contract Act, 1872: Specific Contracts **15**

Contract of Indemnity and Guarantee, Contract of Bailment, Contract of Agency

Unit III: The Sale of Goods Act, 1930 **15**

Contract of sale, meaning and difference between sale and agreement to sell, Conditions and warranties, Transfer of ownership in goods including sale by non-owners, Performance of contract of sale, Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer.

Unit IV: Partnership Law **15**

The Partnership Act, 1932: Nature and Characteristics of Partnership, Registration of Firms, Types of Partners, Rights and Duties of Partners, Implied Authority of a Partner, Incoming and outgoing Partners, Mode of Dissolution of Partnership

The Limited Liability Partnership Act, 2008: Salient Features of LLP, Difference between LLP and Partnership, LLP and Company, LLP Agreement, Partners and Designated Partners, Incorporation Document, Incorporation by Registration, Partners and their Relations, winding up

B.A. (VS) Small and Medium Enterprises CBCS

Unit V: The Negotiable Instruments Act, 1881

15

Meaning and Characteristics of Negotiable Instruments : Promissory Note, Bill of Exchange, Cheque, Holder and Holder in due Course, Privileges of Holder in Due Course, Negotiation: Types of Endorsements, Crossing of Cheque, Bouncing of Cheques

Suggested Readings

1. Kuchhal, M.C. and VivekKuchhal, *Business Law*, Vikas Publishing House, New Delhi.
2. DagarInderjeet&AgnihotriAnurag "Business Law" Galgotia Publishing Company, New Delhi
3. Singh, Avtar, *Business Law*, Eastern Book Company, Lucknow.
4. Sharma JP, KannojiaSunayana, *An easy approach to business Law*, Ane books pvt.Ltd.
5. Maheshwari&Maheshwari, *Business Law*, National Publishing House, New Delhi.
6. GoyalBhushan Kumar and Jain Kinneri, *Business Laws*, International Book House

Note: Latest edition of text books may be used.

B.A. (Vocational Studies) Small and Medium Enterprises

Semester VI

Paper 6. 3 Marketing Strategy And Relationship Marketing

Duration: 3 hours

Marks: 100

lectures: 75

Objectives:To familiarize the students with the marketing strategy and relationship marketing in SME.

Unit I

15

Overview of Marketing Strategy: Relationship with Corporate Vision, Mission and Objectives. Market-led strategic management.

Strategic Marketing analysis – Identification of attractive markets, Industry/ business analysis and sustaining competitive advantage.

Segmentation, Targeting and positioning principles - The process of market definition - Determining alternative market or segment attractiveness - Making market and segment choices - Alternative targeting strategies - Principles of competitive positioning - Communicating the competitive position.

Unit II

15

Product & Industry Life Cycle - Marketing strategy formulation across PLC stages, Marketing strategy formulation for – emerging markets, growth markets, mature, declining, fragmented markets for products (goods and services). New product development and introduction strategies - Speeding new product development - Organizing for new product development - Planned innovation - Planned or unplanned strategy withdrawals / obsolescence Offensive and defensive competitive strategies - Build strategies - Hold strategies - Market nicher strategies - Harvesting strategies - Divestment/deletion

Competing through superior service and customer relationships - The three 'S's of customer service - Providing superior service - Measuring and monitoring customer satisfaction

Unit III

15

Competing through e-Marketing - The impact of e-Marketing on marketing Strategy

Integration of Marketing Strategies - Application to different business sectors – FMCG, Industrial, & Services. Constraints in marketing strategy implementation. Periodical assessment.

Unit IV

15

Paradigm shift in marketing: The evolution of marketing theory - 4Ps to 7Ps, Transactional marketing approach to relationship marketing philosophy – competitive advantage through Relationship Marketing – RM in industrial markets and consumer markets, services. Key concepts in relationship marketing concepts: Characteristics of relationships – promise – trust – commitment – satisfaction – quality - Service competition - customer value – customer defections - customer loyalty – loyalty programs. Planning for relationship marketing: Internal marketing – communication, cooperation – network view of the firm – The six markets framework - partnering to build customer relationships - learning organization – customer culture.

B.A. (VS) Small and Medium Enterprises CBCS

Unit V

15

Customer lifetime value: Customer life cycle – attracting – retaining and growing customers – lifetime customer value (LCV) - Customer equity – Recency-Frequency Monetary value (RFM) model. Customer – product profitability analysis – value profit chain – differences between customer retention and acquisition orientation of a firm.

IT enabled RM: Emergence of CRM – database marketing – data warehousing and data mining- pitfalls of IT focus in RM – ethical issues – customer privacy.

Sustaining Customer Relationships: The role of service in building relationships, segmentation of service, measurement of service - Monitoring of customer satisfaction - Analyzing customer defections

Suggested Readings

1. Marketing Strategy - Boyd Walker, Mullins Larrech, TMGH
2. Strategic Marketing Management - David Aaker
3. Principles of Marketing - Philip Kotler, Gary Armstrong
4. Handbook of Relationship Marketing - Jagdish Sheth, Atul Parvatiyar
5. Leading Through Relationship Marketing- Richard Batterley
6. Relationship Marketing - S. Shajahan, TMGH, 1st ed., 2006 reprint.
7. Customer relationship Management - Sheth, Parvatiyar, Shainesh
8. For contemporary case studies students should refer to the periodicals and journals.

B.A. (Vocational Studies) Small and Medium Enterprises

Semester VI

Paper 6.4 E - Commerce

Duration: 3 hours

Marks: 100

lectures: 60

Objectives: To give on hand knowledge on the issues related to E- Commerce. So that student should become familiar with mechanism for conducting business transactions through electronic means

Unit I:

12

Introduction: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction ,key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce.

Unit II

12

Technology: technologies used in E-commerce , The dynamics of world wide web and internet(meaning, evolution and features) ; Designing, building and launching E-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

Unit III

12

Security and encryption: Need and concepts, The E commerce security environment:(dimension, definition and scope of E-security), security threats in the E-commerce environment(security intrusions and breaches, attacking methods like hacking, sniffing, cybervandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients), IT Act 2000 (meaning and provisions)

Unit IV

12

E- payments system: Models and methods of E – payments (Debit Card, Credit Card, smart cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting etc.), risks involved in E-payments.

Unit V

12

Online business transactions: meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance,

B.A. (VS) Small and Medium Enterprises CBCS

payment of utility bills, online marketing, E-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment)

Suggested readings

- Management Information System: Jawadekar
- Management Information System: Laudon&Laudon
- The Essential Guide to Knowledge management: AmritTiwana
- The GIS Book: George B. Karte.
- Internet (Use of Search Engines Google & yahoo etc)
- E – Commerce: Milind Oka
- E – Commerce: C.V.S. Murty
- Fire Wall and Internet Security: William Cheswick, Stevens, Aviel Rubin
- E-Governance Case Studies – Ashok Agarwal