

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY
Chhatrapati Sambhajnagar.



NAAC- 'A+' Grade

CIRCULAR /SU/Affiliated Colleges/ Comm. & Mang./34/2026

It is hereby inform to all concerned that, on the recommendation of the Dean, Faculty of Commerce & Management; **the Academic Council** at its meeting held on 22st December, 2025 has been accepted the **Syllabus M.Com. E-Commerce Second Year [Third & Fourth Sem] as per NEP -2020 Pattern of 2025-26 for the implementation of all concernerd affiliated colleges** under the faculty of Commerce & Management.

This is effective from the Academic Year 2025-26 and Onwards as per appended herewith.

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,
Chhatrapati Sambhajnagar
431 004.

REF.NO. SU/COMM & MANG./2025-26

Date :- 02/ 01 /2026. 257983

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Registrar,

Copy forwarded with compliments to:-

- 1] **The Principal of all concerned affiliated colleges, Dr. Babasaheb Ambedkar Marathwada University. Chhatrapati Sambhajnagar**
- 2] The Director, Board of Examination & Evaluation,
- 3] The Director, University Network & Information Centre, UNIC, with a **request to upload this Circular on University Website.**
- 4] The Deputy Registrar, Post Graduate Section, Dr. Babasaheb Ambedkar Marathwada University, Chhatrapati Sambhajnagar.



PG Syllabus as per NEP Pattern - M.Com. (E-Commerce) Second year Sem III

Major-Paper Code: ECOM/MAN/518

Paper Name: Business Models for E-Commerce

No. of Credits	No. of Teaching Hours	No. of Lectures per Week
4	60	4
Objectives: <ul style="list-style-type: none"> • Understand the fundamental concepts and objectives of e-Commerce • Introduce students to the emerging domain of E-Commerce Business Models • Develop knowledge of electronic payment system. • Gain proficiency in building E-Commerce systems. • Analyze and apply techniques for e-commerce security. 		
Learning Outcomes: After completion of the course, learners will be able to: <ol style="list-style-type: none"> 1. Learner will be able to explain the need and role of e-commerce. 2. Learner can identify various types of e-commerce models. 3. Learner can apply various e-commerce business models in real life. 4. Learner can understand effective electronic payment systems in prevalence. 5. Learner will be able to explain the e-commerce security threats 		
Unit No.	Contents	No. of Hours
I	Introduction to E-Commerce: E-commerce, E-business, Features of E-commerce, Pure vs. Partial E-commerce, History of E-commerce, E-commerce Framework (People, Public Policy, Marketing and Advertisement, Support Services, Business Partnerships), Types of E-commerce: B2C, B2B, C2B, C2C, M-Commerce, U-commerce, Social-Ecommerce, Local E-commerce, Challenges in E-commerce, Status of E-commerce in India	10
II	E-Commerce Business Models E-commerce Business Model, Elements of Business Model, Types of Revenue Models, B2C Business Models: E-tailer, Community Provider, Content Provider, Portal, Transaction Broker, Market Creator, Service Provider, B2B Business Models: Net Market Places (E-distributor, E-procurement, Exchanges, Industry Consortia), Private Industrial Networks (Single Firm, Industry Wide), Electronic Data Interchange (EDI), EDI Layered Architecture, EDI in E-commerce, E-commerce and Industry Value Chain, Firm Value Chain, Firm Value Web, Case Studies of Global and Local E-commerce Systems	14
III	Electronic Payment System E-payment System, Online Credit Card Transaction, Online Stored Value Payment System, Digital and Mobile Wallet, Smart Cards, Social/Mobile Peer-to-Peer Payment Systems, Digital Cash/e-cash, E-	12

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	Checks, Virtual Currency, Electronic Billing Presentment and Payment (EBPP) System, Auctioning in E-commerce (English, Dutch, Vickery, Double), SET Protocol, Features of SET, Participants in SET, Card Holder Registration, Merchant Registration, Purchase Request, Dual Signature, Payment Authorization, Payment Capture, Status of E-Payment Systems in India, Case Studies of Global and Local Payment Systems	
IV	Building E-Commerce Systems E-commerce Website/Software, Building Catalogs: Static, Dynamic, Building Shopping Cart, Transaction Processing, Development of E-commerce Website/Software: Databases, Application Programs, Integration with ERP Systems, Integration with Payment Gateways, Using Open Source CMS for Development of E-commerce Applications	12
V	E-Commerce Security Meaning, Dimensions of E-commerce Security: Confidentiality, Integrity, Availability, Authenticity, Nonrepudiation, Privacy, Security Threats in E-commerce: Vulnerabilities in E-commerce, Malicious Code, Adware, Spyware, Social Engineering, Phishing, Hacking, Credit card fraud and Identity theft, Spoofing and Pharming, Client and Server Security, Data Transaction Security, Security Mechanisms: Cryptography, Hash Functions, Digital Signatures, Authentication, Access Controls, Intrusion Detection System, Secured Socket Layer(SSL)	12
Total Weightage : 100 Marks Semester End Examination (S. E. E.) : 60 Marks Continuous Internal Assessment (C. I. A.) : 40 Marks		
University Examination Pattern: Q.1 Objective type question (10 questions * 2 marks = 20 marks) Q.2 to Q.7 Solve any four (Each of 10 marks) Paper setters should keep in mind the limitation of two hours while designing the papers.		
Suggested Readings: <ol style="list-style-type: none"> 1. E-commerce, Strategy, Technologies and applications by David Whiteley, Tata McGraw-Hill Edition 2. E-Commerce Concepts, Models, Strategies by - G.S.V Murthy 3. E-Commerce- Kenneth C.Laudon and Carol Guercio Traver 4. E-Commerce by --Kamlesh K Bajaj and Debjani Nag 5. Internet marketing and E-commerce-Ward Hanson and Kirthi Kalyanam 		
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PG Syllabus as per NEP Pattern - M.Com. (E-Commerce) Second year Sem III

Major-Paper Code: ECOM/MAN/519

Paper Name: Networking

No. of Credits	No. of Teaching Hours	No. of Lectures per Week
4	60	4
Objectives:		
Learning Outcomes: After completion of the course, learners will be able to:		
Unit No.	Contents	No. of Hours
I	Introduction: Types of Network, Network applications, Network hardware, Network software, reference models: OSI, TCP/IP, Internet, Connection oriented network - X.25, frame relay. THE PHYSICAL LAYER: Theoretical basis for communication, Guided transmission media, wireless transmission, The public switched telephone networks, Types of Topology, Mobile telephone system.	15
II	The Data Link Layer: Design issues, error detection and correction, elementary data link protocols, sliding window protocols, examples of data link protocols - HDLC, The data link layer in the internet. THE MEDIUM ACCESS SUBLAYER: Channel allocations problem, multiple access protocols, Ethernet, Data Link Layer switching, Wireless LAN, Broadband Wireless, Bluetooth	15
III	The Network Layer: Network layer design issues, Routing algorithms, Congestion control algorithms, Internetworking, the network layer in the internet (IPv4 and IPv6).	10
IV	The Transport Layer: Transport service, elements of transport protocol, Simple Transport Protocol, Internet transport layer protocols: UDP and TCP.	10
V	The Application Layer: Domain name system, electronic mail, World Wide Web: architectural overview, dynamic web document and http. APPLICATION LAYER PROTOCOLS: Simple Network Management Protocol, File Transfer Protocol, Simple Mail Transfer Protocol, Telnet.	10
Total Weightage		: 100 Marks
Semester End Examination (S. E. E.)		: 60 Marks
Continuous Internal Assessment (C. I. A.)		: 40 Marks
University Examination Pattern:		
Q.1 Objective type question (10 questions * 2 marks = 20 marks)		
Q.2 to Q.7 Solve any four (Each of 10 marks)		
Paper setters should keep in mind the limitation of two hours while designing the papers.		
Suggested Readings:		
1. A. S. Tanenbaum, Computer Networks, 4th edition, Pearson Education/ PHI, New Delhi, India.		
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PG Syllabus as per NEP Pattern - M.Com. (E-Commerce) Second year Sem III

Major - Paper Code: ECOM/MAN/520

Paper Name: E-Banking and Financial Services

No. of Credits	No. of Teaching Hours	No. of Lectures per Week
4	60	4
Objectives: 1. To impart comprehensive knowledge concerning the practical aspects of banking. 2. To make the learners to apply the computer oriented skills in practical banking system. 3. To development of skills required to act as financial analyst or consultant.		
Learning Outcomes: After completion of the course, learners will be able to: 1. Explain the Framework of E-banking and modern financial services in India and Globally. 2. Demonstrate various electronic banking products and delivery channels such as ATM, POS etc. 3. Examine key financial services such as Leasing, Hire purchase, Venture Capital etc.		
Unit No.	Contents	No. of Hours
I	Introduction to E-Banking: Meaning of E-banking, Characteristics of E-banking, Advantages of E-banking, Need of E-banking, Types of E-banking, Traditional Banking Vs E-Banking, Models of E-banking	15
II	Developments in Payment Systems in India and E-Banking: Cheque Truncation System (CTS), Real Time Gross Settlement (RTGS) System, National Electronic Funds Transfer (NEFT), National Electronic Toll Collection (NETC), Unified Payments Interface (UPI), Bharat Bill Payment System (BBPS), Society for Worldwide Interbank Financial Telecommunications (SWIFT) and Forex Settlements.	15
III	Introduction to Financial Services: Financial Services- Concepts, Objectives, Functions, Characteristics Financial Services Market- Concepts and Constituents-Growth of Financial Services in India- Financial Services Sector Problems, Players in financial Markets-Interest Rate Determinations-Macroeconomic Aggregates in India.	15
IV	Leasing , Hire Purchase and Venture Capital: Lease Financing-Definition-Characteristics-Types of Leasing Leasing Process-Services of Lessor Advantages & Limitations of Leasing. Hire Purchase-Definition-Features Concepts of Hire Purchasing-Rights of Hirer-Bank Finance for Hire Purchase Venture Capital- Meaning, Characteristics- Stages, Risk Capital, Angel Investing, Crowd Funding and Private Equity (PE)	15
Total Weightage : 100 Marks Semester End Examination (S. E. E.) : 60 Marks Continuous Internal Assessment (C. I. A.) : 40 Marks		
University Examination Pattern: Q.1 Objective type question (10 questions * 2 marks = 20 marks) Q.2 to Q.7 Solve any four (Each of 10 marks) Paper setters should keep in mind the limitation of two hours while designing the papers.		

Suggested Readings:

1. Avadhani, V A, Security Analysis and Portfolio Management, Himalaya Publishing House.
2. Bharathi V Pathak, Indian Financial System, Pearson Education, New Delhi.
3. C.S. Rayudu, E-Business, Himalaya Publishing House.
4. Bhushan Dewan, E-Commerce.
5. Financial Services Information Systems - Jessica Keyes Auerbach publication; 2nd edition (March 24, 2000) (Text Book).

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PG Syllabus as per NEP Pattern - M.Com. (E-Commerce) Second year Sem III

Elective 3 - Paper Code: ECOM/ELE/522

Paper Name: Netiquettes and Cyber Security

No. of Credits	No. of Teaching Hours	No. of Lectures per Week
4	60	4
Objectives: <ul style="list-style-type: none"> To introduce the principles of digital technology ethics and responsible digital citizenship. To impart netiquettes and its practice across various online communication platforms. To understand ethical considerations for responsible social media use. To ensure research integrity and understand intellectual property rights, copyright issues, and open source licensing. To impart knowledge of Cyber Security, ethical practices, and legal considerations. 		
Learning Outcomes: After completion of the course, learners will be able to: <ul style="list-style-type: none"> Learner can explain the significance of digital ethics, privacy issues, and ethical decision-making in technology. Learner can apply appropriate netiquette across different digital communication settings. Learner will adopt ethical practices for responsible social media use and professional online presence. Apply responsible practices in research and information sharing. Understand role of intellectual property, copyright laws, and open source ethics. Explain fundamentals of Cyber Security practices, ethical hacking. 		
Unit No.	Contents	No. of Hours
I	Digital Ethics & citizenship Understanding digital ethics; Responsible digital citizenship; Unintended consequences of technology; Privacy challenges in digital realm; GDPR and other privacy regulations; Sustainability analysis and ethical decision-making in technology development; Case studies in digital ethics.	12
II	Netiquettes for online communication: Understanding netiquette and its importance in online communication, Netiquette in different online platforms: email etiquette, blog-specific netiquette, online discussion forums netiquette, educational and professional netiquette in online learning environments and virtual classrooms, virtual meetings and video conferencing netiquettes.	12
III	Social Media ethics Responsible use of social media platforms; Building a positive and professional digital footprint; Addressing misinformation, fake news, and Deepfake; Ethical considerations in social media marketing; Balancing personal and professional online presence.	12
IV	Digital Data Ethics, IPR & Copyrights Data privacy and protection: Collection, storage, and sharing of personal and sensitive data for research, informed consent, protecting participant privacy, and data anonymization; Open access; Digital plagiarism;	12

	Plagiarism-check tools; Ensuring reliability of digital information; Responsible use of Artificial Intelligence in research Intellectual property rights in the digital age, Copyright infringement and fair use, Open source software and its ethical implications, Creative Commons licenses	
V	Cyber security Understanding Cyber Security and its ethical implications; Security for personal devices; Password practices, 2FA, and MFA; Software updates; Ethical hacking; Incident response and reporting; Case studies on cyber-attacks in real-world scenarios.	12
Total Weightage		: 100 Marks
Semester End Examination (S. E. E.)		: 60 Marks
Continuous Internal Assessment (C. I. A.)		: 40 Marks
University Examination Pattern:		
Q.1 Objective type question (10 questions * 2 marks = 20 marks)		
Q.2 to Q.7 Solve any four (Each of 10 marks)		
Paper setters should keep in mind the limitation of two hours while designing the papers.		
Suggested Readings:		
1. E. Thompson, The Digital Citizen: Navigating Online Ethics and Etiquette in a Connected World, Ingram Spark, 2023.		
2. M. Strawbridge, Netiquette: Internet Etiquette in the Age of the Blog, Software Reference, 2006.		
3. V. Turk, Digital Etiquette: Everything you wanted to know about modern manners but were afraid to ask, Ebury Press, 2019.		
4. C. Brooks, C. Grow, P. Craig, and D. Short, Cybersecurity Essentials, Sybex, 2018.		
5. K. Martin, Ethics of Data and Analytics: Concepts and Cases, Taylor & Francis Ltd., 2022.		
6. V. Sople, Managing Intellectual Property: The Strategic Imperative, Prentice Hall India, 2010		
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PG Syllabus as per NEP Pattern - M.Com. (E-Commerce) Second year Sem III

Elective 3 - Paper Code: ECOM/ELE/523

Paper Name: M-Commerce Technology and WAP Architecture

No. of Credits	No. of Teaching Hours	No. of Lectures per Week
4	60	4
Objectives:		
Learning Outcomes: After completion of the course, learners will be able to:		
Unit No.	Contents	No. of Hours
I	Fundamentals of M-Commerce <ul style="list-style-type: none"> • Evolution from e-commerce to mobile commerce • Purpose, scope, and significance of M-Commerce in the digital economy • M-Commerce ecosystem: operators, service providers, content developers, regulators • Mobile business models and value creation • Types of mobile services: mobile banking, mobile marketing, mobile ticketing, mobile entertainment • Benefits, limitations, and challenges in the M-Commerce landscape 	12
II	Mobile Computing Environment for M-Commerce <ul style="list-style-type: none"> • Basics of mobile computing and wireless connectivity • Mobile devices: smartphones, tablets, wearables • Mobile operating systems: Android, iOS, cross-platform tools • Network technologies: GSM, GPRS, EDGE, 3G, 4G, 5G • Mobile IP, gateways, and wireless application environments • Device constraints and optimization of mobile content • Security concerns in mobile operations 	12
III	Mobile Business Applications & Payment Systems <ul style="list-style-type: none"> • Designing mobile applications for commerce • Mobile portals, mobile CRM, mobile ERP, mobile ticketing platforms • Mobile financial services: wallets, UPI, NFC, QR-based payments • SMS-based transactions, app-based payments, bank-led mobile payments • Mobile security issues: authentication, encryption, secure channel creation • Regulatory framework for M-Commerce and digital payments in India • Future directions: IoT commerce, AI-enabled mobile services, super-app ecosystems 	12
IV	WAP Architecture & Protocol Stack <ul style="list-style-type: none"> • Introduction and purpose of WAP • Evolution of WAP: 1.0 to 2.0 • WAP layers: WAE, WSP, WTP, WTLS, WDP • WAP gateway and proxy concept • Micro-browsers: features and limitations • WAP service model, transport layer, and transaction safety • Decline of WAP and transition to modern mobile web technologies 	12
V	WML, WML Script & Mobile Web Development Frameworks <ul style="list-style-type: none"> • WML structure: decks, cards, navigation features • WML syntax: variables, forms, events, formatting 	12

- WML Script basics: operators, data types, functions, libraries
- Developing lightweight interfaces for mobile devices
- Design considerations for mobile usability and low bandwidth
- Introduction to mobile site **development tools**
- Comparison of WAP development with modern frameworks (HTML5, CSS3, responsive mobile design)

Total Weightage : 100 Marks

Semester End Examination (S. E. E.) : 60 Marks

Continuous Internal Assessment (C. I. A.) : 40 Marks

University Examination Pattern:

Q.1 Objective type question (10 questions * 2 marks = 20 marks)

Q.2 to Q.7 Solve any four (Each of 10 marks)

Paper setters should keep in mind the limitation of two hours while designing the papers.

Suggested Readings:

1. **Mobile Commerce: Technology, Theory, and Applications** - Nancy J. Stone – IGI Global
2. **Mobile Commerce: Opportunities, Applications, and Technologies of Wireless Business** - Paul May – Cambridge University Press
3. **Mobile and Wireless Design Essentials** - Martyn Mallick – Wiley
4. **Wireless Communication & Networks** - William Stallings – Pearson Education
5. **WAP: A Beginner's Guide** - Scott McCarty – McGraw Hill
6. **Mobile Commerce and Applications** - C.S. Rayudu – Himalaya Publishing House
7. **Raj Kamal – Mobile Computing** – Oxford University Press
8. **Jochen H. Schiller – Mobile Communications** – Pearson Education
9. **Sanjay Sarma – The Invention of Mobile Payments** – MIT Press

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PG Syllabus as per NEP Pattern - M.Com. (E-Commerce) Second year Sem III

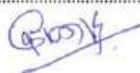
Elective 3 - Paper Code: ECOM/ELE/524

Paper Name: Digital Media

No. of Credits	No. of Teaching Hours	No. of Lectures per Week
4	60	4
Objectives:		
Learning Outcomes: After completion of the course, learners will be able to:		
Unit No.	Contents	No. of Hours
I	<p>Introduction to Digital Media: Defining Digital Media: Evolution from Analog to Digital; Characteristics (Digital, Interactive, Hypertextual, Networked, And Virtual). Key Theories: Convergence Culture, Participatory Culture, Network Society. Digital Media Ecosystem: Platforms, Users, Creators, and Algorithms. The Indian Digital Landscape: Penetration, Demographics, and Regional Variations (with a focus on Maharashtra/Marathwada context)</p>	12
II	<p>Digital Media Formats and Content Creation: Digital Text & Publishing: Blogging, Microblogging, Online Journalism, SEO Fundamentals. Digital Imagery: Fundamentals of Raster vs. Vector graphics; Basic photo editing principles (cropping, Color correction); Introduction to tools (e.g., Canva, GIMP/Photoshop). Digital Audio: Podcasting ecosystem; Basic audio recording and editing concepts; Introduction to tools (e.g., Audacity). Digital Video & Animation: Online video platforms (YouTube, OTT); Storyboarding; Basic principles of video editing; Introduction to mobile/desktop editing tools.</p>	12
III	<p>Social Media and Communication: The Role of Social Media in Society: Identity, Community, and Social Capital. Major Platforms & Their Grammars: Facebook, Instagram, X (Twitter), LinkedIn, WhatsApp, and emerging platforms. Social Media Strategy: Content Calendars, Audience Engagement, Community Management. Crisis Communication and Reputation Management in the Digital Age.</p>	12
IV	<p>Digital Society, Ethics, and Law: Digital Divide: Access, Skills, and Participation. Digital Literacy and Critical Thinking: Identifying Misinformation and Fake News. Privacy, Data Security, and Cyber Laws in India (An overview of IT Act). Intellectual Property Rights, Copyright, and Plagiarism in Digital Content. Netiquette and Cyberbullying.</p>	12
V	<p>Digital Analytics and Marketing: Introduction to Digital Analytics: Key Metrics (Impressions, Reach,</p>	12

Engagement, CTR, Conversions). Overview of Web Analytics (Google Analytics) and Social Media Insights. Fundamentals of Digital Advertising: Search Engine Marketing (SEM), Social Media Ads. Introduction to E-commerce and Monetization Models for Digital Content.
List of Practical Exercises (To be conducted in a lab/studio): 1. Creating a Blog/Blog Post: Set up a blog on a free platform (e.g., Blogger, WordPress.com) and publish a well-researched, SEO-optimized article on a relevant topic. 2. Graphic Design for Social Media: Create a set of 3 social media graphics (e.g., an infographic, a promotional post, a story) using Canva or a similar tool. 3. Audio Podcasting: Record and edit a 3-5-minute podcast clip on a chosen topic using Audacity, incorporating intro/outro music and clear audio quality. 4. Short Video Production: Shoot and edit a 1-minute vertical video (Reel/Short) for a specific platform, incorporating basic titles, transitions, and a clear message. 5. Social Media Campaign Analysis: Analyse the social media presence of a brand or organization and present a brief report on its strategy and performance.
Total Weightage : 100 Marks Semester End Examination (S. E. E.) : 60 Marks Continuous Internal Assessment (C. I. A.) : 40 Marks
University Examination Pattern: Q.1 Objective type question (10 questions * 2 marks = 20 marks) Q.2 to Q.7 Solve any four (Each of 10 marks) Paper setters should keep in mind the limitation of two hours while designing the papers.
Suggested Readings: 1. Castells, M. (2010). <i>The Rise of the Network Society</i> . Wiley-Blackwell. 2. Lessig, L. (2004). <i>Free Culture</i> . Penguin Press. 3. Ryan, D. (2016). <i>Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation</i> . Kogan Page. 4. Flew, T., & Smith, R. (2014). <i>New Media: An Introduction</i> . Oxford University Press. 5. Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2009). <i>New Media: A Critical Introduction</i> . Routledge. 6. Jenkins, H. (2006). <i>Convergence Culture: Where Old and New Media Collide</i> . NYU Press.

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PG Syllabus as per NEP Pattern - M.Com. (E-Commerce) Second year Sem IV

Major-Paper Code: ECOM/MAN/526

Paper Name: Case Studies in E-Commerce & M-Commerce

No. of Credits	No. of Teaching Hours	No. of Lectures per Week
4	60	4
Objectives:		
1. To analyze key success factors in e-commerce and m-commerce via case studies. 2. To evaluate business models, challenges, and innovations (e.g., mobile-first strategies). 3. To apply insights to emerging trends like quick commerce and personalization.		
Unit No.	Contents	No. of Hours
I	Understanding Case Study: Meaning, Determining the type of Case Study, Understanding the situation like Problems, Decisions, Evaluations, Rules etc., Key Steps in understanding a Case Study, Writing a Case Analysis, Making an Oral Case Presentation.	15
II	Case Studies on E-Retail Business: <i>Points to be Analysed:</i> Centralised Order Fulfilment, Supply Chain Synchronisation, Merchandising Planning, Customer Profile, Metrics and Measurement, Feedback and Action Taken.	15
III	Case Studies on E-Service Industry: <i>Points to be Analysed:</i> Online Service Delivery, Customer Relationship Management (CRM), Enterprise Resource Planning (ERP), Supply Chain Management. Efficiency in Service Delivery, Feedback and Action Taken.	15
IV	Case Studies on E-Governance: <i>Points to be Analysed:</i> Citizen Empowerment, Integration of Services, Access to Services, Transparency and Accountability, Monitoring of Schemes, Grievance Redressal:	15
Total Weightage : 100 Marks		
Semester End Examination (S. E. E.) : 60 Marks		
Continuous Internal Assessment (C. I. A.) : 40 Marks		
University Examination Pattern:		
Q.1 Objective type question (10 questions * 2 marks = 20 marks)		
Q.2 to Q.7 Solve any four (Each of 10 marks)		
Paper setters should keep in mind the limitation of two hours while designing the papers.		
Suggested Readings:		

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PG Syllabus as per NEP Pattern - M.Com. (E-Commerce) Second year Sem IV

Major-Paper Code: ECOM/MAN/527

Paper Name: Data Mining and Data Warehousing

No. of Credits	No. of Teaching Hours	No. of Lectures per Week
4	60	4
Objectives:		
<ul style="list-style-type: none"> To develop conceptual understanding of data warehousing and data mining systems. To understand how business data is stored, processed, and analyzed for decision making. To introduce students to data mining techniques To expose students to business intelligence, predictive analytics and data-driven strategies used in modern organizations. 		
Unit No.	Contents	No. of Hours
Unit-1: Introduction to Data Warehousing and Data Mining	Meaning of Data, Evolution of Data Management, Data Warehousing - Concept, Need and importance, Data Warehouse vs Traditional Database, Operational Database vs Data Warehouse, Introduction to Business Intelligence (BI), Data Mining – Meaning and Definition, Applications of Data Mining in Business and E-Commerce.	15
Unit-2: Data Warehouse Design and Implementation	Data Warehouse Design Principles, Data Warehouse Lifecycle, Data Extraction, Transformation and Loading (ETL), Data Cleaning and Data Integration, Data Transformation Techniques, Data Reduction and Data Pre-processing, Data Warehouse Security and Data Governance, Data Warehouse Maintenance and Updating, Data Warehouse Applications in Banking and E-Commerce.	15
Unit-3: OLAP and Business Intelligence Tools	Introduction to OLAP (Online Analytical Processing), OLAP vs OLTP Systems, Multidimensional Data Analysis, OLAP Operations-Roll-Up- Drill-Down- Slice-Dice-Pivot, Types of OLAP Systems-ROLAP- MOLAP-HOLAP, Business Intelligence Systems, Data Visualization and Dashboards, Decision Support Systems (DSS), Applications of BI in Marketing and Customer Analysis, Role of Data Warehousing in Strategic Management.	15
Unit-4: Data Mining Techniques for Business Analytics	Introduction to Data Mining Techniques, Data Mining Functionalities, Association Rule Mining, Market Basket Analysis, Decision Trees, Bayesian Classification, Applications of Data Mining in Marketing, Finance and Retail, Data Privacy and Ethical Issues in Data Mining	15
Total Weightage : 100 Marks		
Semester End Examination (S. E. E.) : 60 Marks		
Continuous Internal Assessment (C. I. A.) : 40 Marks		
University Examination Pattern:		
Q.1 Objective type question (10 questions * 2 marks = 20 marks)		
Q.2 to Q.7 Solve any four (Each of 10 marks)		
Paper setters should keep in mind the limitation of two hours while designing the papers.		

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Suggested Readings:

1. Data Warehousing, Data Mining and OLAP by Alex Berson & Stephen J. Smith
2. Introduction to Data Mining with Case Studies- G.K. Gupta
3. Data Warehousing in the Real World- Sam Anahory & Dennis Murray-
4. Insight into Data Mining – Theory and Practice- K.P. Soman, Shyam Diwakar & V. Ajay
5. Data Mining: Introductory and Advanced Topics- Margaret H. Dunham

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PG Syllabus as per NEP Pattern - M.Com. (E-Commerce) Second year Sem IV

Major-Paper Code: ECOM/MAN/528

Paper Name: Accounting Information System

No. of Credits	No. of Teaching Hours	No. of Lectures per Week
4	60	4
Objectives:		
i) To provide a deep understanding of how technology and accounting integrate to provide information for decision-making.		
ii) To impart knowledge on Internal Controls and security measures required to prevent financial frauds.		
iii) To introduce emerging technologies like Blockchain, AI, and Cloud Computing in the accounting domain.		
Unit No.	Contents	No. of Hours
I	Foundations of AIS: Accounting as an Information, Business Enterprises & Need for Accounting Information, Components of AIS, AIS and Corporate Strategy, Role of AIS in E-Commerce, System Development Life Cycle (SDLC), Feasibility Analysis	15
II	The Revenue and Expenditure Cycles: Revenue Cycle: E-commerce sales orders, electronic shipping notices, automated billing and digital cash collections. Expenditure Cycle: Online purchasing, E-procurement, receiving goods, and Electronic Funds Transfer (EFT). Electronic Data Interchange (EDI): Role of EDI in streamlining B2B transactions. Business Reporting Language.	15
III	Control and Security in AIS: Risks & Risk Assessment, Risk Management & Internal Control Frameworks, Fraud and Computer Crime and Information Security, Software and Systems	15
IV	Emerging Technologies in AIS: Cloud Computing in Accounting, Blockchain & Triple-Entry Accounting and Artificial Intelligence and big data for predictive financial modelling and audit automation.	15
Total Weightage : 100 Marks		
Semester End Examination (S. E. E.) : 60 Marks		
Continuous Internal Assessment (C. I. A.) : 40 Marks		
University Examination Pattern:		
Q.1 Objective type question (10 questions * 2 marks = 20 marks)		
Q.2 to Q.7 Solve any four (Each of 10 marks)		
Paper setters should keep in mind the limitation of two hours while designing the papers.		

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Suggested Readings:

- 1) Accounting Information Systems – Marshall B. Romney & Paul J. Steinbart (Pearson).
- 2) Accounting Information Systems – James A. Hall (Cengage Learning).
- 3) Information Systems for Managers – Gabriele Piccoli.

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PG Syllabus as per NEP Pattern - M.Com. (E-Commerce) Second year Sem IV

Major-Paper Code: ECOM/ELE/529

Paper Name: Enterprise Resource Planning

No. of Credits	No. of Teaching Hours	No. of Lectures per Week
4	60	4
Objectives:		
1. To understand the concept and importance of Enterprise Resource Planning in modern business organizations. 2. To study ERP architecture, modules and implementation process. 3. To analyse the role of ERP in E-Commerce and digital business. 4. To examine ERP applications in various functional areas of business. 5. To understand emerging trends and challenges in ERP systems.		
Unit No.	Contents	No. of Hours
I	Introduction to Enterprise Resource Planning: Meaning and Definition of Enterprise Resource Planning, Evolution of ERP: MRP, MRP II to ERP, Objectives and Importance of ERP, Benefits and Limitations of ERP Systems, ERP and Business Process Reengineering (BPR)	12
II	ERP Modules: ERP System, Components of ERP System, Core Modules of ERP: Finance and Accounting, Human Resource Management, Production and Manufacturing, Sales and Distribution, Inventory and Supply Chain Management, Integration of ERP Modules	12
III	ERP Implementation: ERP Implementation Life Cycle, ERP Planning and Selection Process, Steps in ERP Implementation, Role of Consultants and Vendors, Challenges and Risks in ERP Implementation, Cost and Time Factors in ERP Projects	12
IV	ERP Applications in E-Commerce: Role of ERP in Digital Business, ERP Integration with E-Commerce Platforms, Customer Relationship Management (CRM) and ERP, Supply Chain Management (SCM) through ERP, ERP in Online Retail and Digital Marketplaces	12
V	Recent Trends and Issues in ERP: Cloud-Based ERP Systems, Open Source ERP, ERP Security Issues and Data Protection, Artificial Intelligence and ERP Systems, Future Trends in ERP	12
Total Weightage : 100 Marks		
Semester End Examination (S. E. E.) : 60 Marks		
Continuous Internal Assessment (C. I. A.) : 40 Marks		
University Examination Pattern:		
Q.1 Objective type question (10 questions * 2 marks = 20 marks)		
Q.2 to Q.7 Solve any four (Each of 10 marks)		
Paper setters should keep in mind the limitation of two hours while designing the papers.		
Suggested Readings:		
1. <i>Enterprise Resource Planning – Alexis Leon</i>		
2. <i>Enterprise Resource Planning Concepts and Practice – Vinod Kumar Garg & N. K. Venkitakrishnan</i>		

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3. *ERP Demystified – Alexis Leon*
4. *Modern ERP: Select, Implement and Use Today's Advanced Business Systems – Marianne Bradford.*
5. *Enterprise Resource Planning Systems – Daniel E. O'Leary*

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PG Syllabus as per NEP Pattern - M.Com. (E-Commerce) Second year Sem IV

Major-Paper Code: ECOM/ELE/530

Paper Name: E-Marketing Management

No. of Credits	No. of Teaching Hours	No. of Lectures per Week
4	60	4
Objectives:		
1. To understand the concept and scope of E-marketing in the digital economy. 2. To Study Various digital marketing tools & techniques. 3. To Analyse consumer behavior in online market. 4. To develop knowledge about social media marketing and online branding. 5. To understand strategies for managing E-marketing campaigns and performance measurement.		
Unit No.	Contents	No. of Hours
I	Introduction to E-Marketing: Meaning and Concept of E-Marketing, Evolution of Digital Marketing, Traditional Marketing vs E-Marketing, Scope and Importance of E-Marketing in the Digital Economy, Role of Internet, Mobile and Emerging Technologies in Marketing, E-Marketing Environment and Opportunities	12
II	E-Marketing Strategies and Planning: E-Marketing Planning Process, Online Market Research and Market Segmentation, Targeting and Positioning in Digital Markets, Online Branding and Brand Positioning, Customer Relationship Management (CRM) in E-Marketing, E-Marketing Mix (Product, Price, Place, Promotion in Online Environment)	12
III	Digital Marketing Tools and Techniques: Search Engine Marketing (SEM), Search Engine Optimization (SEO), Pay-Per-Click (PPC) Advertising, Email Marketing and Mobile Marketing, Affiliate Marketing and Influencer Marketing, Content Marketing and Blogging	12
IV	Social Media and Online Advertising: Social Media Marketing: Concept and Importance, Major Social Media Platforms and Marketing Strategies, Online Advertising Models (Display Ads, Banner Ads, Native Advertising), Video Marketing and Viral Marketing, Social Media Analytics and Customer Engagement, Managing Online Reputation	12
V	E-Marketing Analytics and Performance Measurement: Web Analytics and Marketing Metrics, Key Performance Indicators (KPIs) in E-Marketing, Conversion Rate Optimization, Measuring Return on Investment (ROI) in Digital Marketing, Ethical Issues and Challenges in E-Marketing, Future Trends in E-Marketing (AI, Automation, Personalization)	12
Total Weightage : 100 Marks		
Semester End Examination (S. E. E.) : 60 Marks		
Continuous Internal Assessment (C. I. A.) : 40 Marks		
University Examination Pattern:		
Q.1 Objective type question (10 questions * 2 marks = 20 marks)		
Q.2 to Q.7 Solve any four (Each of 10 marks)		
Paper setters should keep in mind the limitation of two hours while designing the papers.		
Suggested Readings:		

1. *Chaffey, Dave – Digital Marketing Strategy, Implementation and Practice*
2. *Strauss, Judy & Frost, Raymond – E-Marketing*
3. *Kotler, Philip & Keller, Kevin – Marketing Management*
4. *Ryan, Damian – Understanding Digital Marketing*
5. *Tuten, Tracy & Solomon, Michael – Social Media Marketing*

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PG Syllabus as per NEP Pattern - M.Com. (E-Commerce) Second year Sem IV

Major-Paper Code: ECOM/ELE/531

Paper Name: Mobile Commerce & Safety Management

No. of Credits	No. of Teaching Hours	No. of Lectures per Week
4	60	4
Objectives: <ul style="list-style-type: none"> • To introduce the concept, scope and evolution of mobile commerce in the digital economy. • To understand the technological infrastructure and mobile business models used in modern commerce. • To explore mobile marketing strategies, digital payment systems and quick commerce platforms. • To develop knowledge about mobile security, cyber risks and safety management in mobile transactions. 		
Unit No.	Contents	No. of Hours
Unit-1: Introduction to Mobile Commerce	Mobile Commerce (M-Commerce)- Meaning, Evolution from E-Commerce to M-commerce ecosystem, Role and Importance of mobile commerce in modern business, Advantages and limitations of mobile commerce, Components of mobile digital economy, Future scope of mobile commerce	15
Unit-2: Mobile Business Models and Infrastructure	M-Commerce business models, Types of mobile commerce transactions, B2C-B2B-C2C-C2B, M-Commerce value chain, Mobile platforms, operating systems, Mobile applications used in business operations, Mobile app development basics for business, Mobile marketplaces and app stores, Mobile payment systems and digital wallets, QR code payment systems, UPI and mobile banking applications, Mobile-based customer relationship management.	15
Unit-3: Mobile Marketing and Quick Commerce	Mobile Marketing- Meaning, Importance, Mobile advertising techniques, SMS marketing and push notifications, Mobile social media marketing, Location-based marketing, Concept of Quick Commerce (Q-Commerce) , Growth and importance of quick commerce platforms, Logistics and last-mile delivery in quick commerce, Challenges and opportunities in quick commerce	15
Unit-4: Mobile Commerce Security and Safety Management	Importance of security in mobile commerce, Types of cyber threats in M-Commerce, Mobile fraud and identity theft, Data privacy issues in mobile transactions, Two-factor authentication in mobile transactions, Digital signatures and mobile verification systems, Safety practices for users and businesses, Role of cyber awareness in mobile commerce	15
Total Weightage : 100 Marks Semester End Examination (S. E. E.) : 60 Marks Continuous Internal Assessment (C. I. A.) : 40 Marks		

(Signature)

University Examination Pattern:

Q.1 Objective type question (10 questions * 2 marks = 20 marks)

Q.2 to Q.7 Solve any four (Each of 10 marks)

Paper setters should keep in mind the limitation of two hours while designing the papers.

Suggested Readings:

1. E-Commerce: An Indian Perspective – P. T. Joseph
2. E-Commerce and E-Business – Dr. C. S. V. Murthy
3. Digital Marketing and E-Commerce – Vandana Ahuja
4. Cyber Security and Cyber Laws – Nina Godbole & Sunit Belapure
5. E-Business and E-Commerce Management – Dave Chaffey

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