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SPPU B.Com - Pune GEN Sem 2 syllabus

Computer Concepts & Applications - II

Unit 1 Introduction to E-commerce Tools

Process of E-Commerce

Types of E-Commerce; Role of Internet and Web in E-Commerce;
Technologies Used in E-Commerce Systems

E-Commerce Activities:

Various Activities of E-Commerce; Various Modes of Operation
Associated with E-Commerce; Elements and Resources

Impacting E-Commerce and Changes; Types of E-Commerce
Providers and Vendors; Opportunity Development for E-
Commerce Stages; Development of E-Commerce Business Case;
Components and Factors for the Development of the

Business Case; Steps to Design and Develop an E-Commerce Website.

Unit 2 Introductions to E-Marketing

E-Marketing:

Traditional Marketing; E-Marketing; Identifying Web Presence Goals
- Achieving web presence goals, Uniqueness of the

web, Meeting the needs of website visitors, Site Adhesion: Content,
format and access; Maintaining a Website; Metrics

Defining Internet Units of Measurement; Online Marketing;

Advantages of Online Marketing.

E-Customer Relationship Management:

Customer Relationship Management (CRM) - Marketing automation,
Enterprise customer management; Customer

Relationship Management Areas; CRM Processes; Architectural

Components of a CRM Solution - Customer's information

repository, Campaign management, Event triggers, business logic and
rules repository, Forecasting and planning tools,

Electronic Customer Relationship Management; Need, Architecture
and Applications of Electronic CRM.

Supply Chain Management:

Supply Chain Management (SCM); Goals of SCM; Functions of SCM; Strategies of SCM; Electronic SCM and its benefits; Components of Electronic SCM; Electronic Logistics and its Implementation.

Unit 3 Electronic Payment System

Electronic Data Interchange (Introduction to EDI, EDI Architecture Financial EDI, Overview of the technology involved in EDI

Introduction to EPS

Application of Online payment system ,Introduction to EFT (Electronic Fund Transfer) Types of EFT (NEFT, RTGS), E-Payment Systems: Electronic Funds Transfer; Digital Token Based E-Payment Systems; Modern Payment Systems; Steps for

Electronic Payment; Payment Security; Net Banking.

Introduction to Digital Signature and Digital Certificates, Stages of SET

Types of Payment System: Digital Cash, Electronic Cheque, Smart Card, Credit/Debit Card

Unit 4 Introduction to M-Commerce

Definition, Need and Scope, Advantages and disadvantages of M-commerce, M-Commerce and its applications.,

Types of M-Commerce. Products and Services of M-Commerce, Mobile payment application. Difference between E-commerce and M-Commerce.

Compulsory English

Prose

Unit-I - Indra Nooyi: A Corporate Giant- Indra Krishnamurthy Nooyi

Unit-II- Appro JRD- Sudha Murthy

Unit-III- Fur- Saki

Unit-IV- After Twenty Years- O' Henry

Poetry

Unit-V- O Captain! My Captain- Walt Whitman

Unit-VI - The Prayer for My Daughter- W. B. Yeats

Communication and Life Skills

Unit-VII- Letter Writing, Report Writing and Blog Writing

Unit-VIII- Resume Writing and E-Mails

Unit-IX- Non-Verbal Communication

Business Economics (Micro) - II

Course Code - 123

Business Economics (Micro) - II

1 Cost and Revenue

1.1 Concepts and Types of Cost- Economic Cost and Accounting Cost, Private Cost and Social Cost, Actual Cost and Opportunity Cost, Explicit Cost and Implicit Cost, Incremental Cost and Sunk Cost, Fixed Cost and Variable Cost

1.2 Relation between Total Cost, Average Cost and Marginal Cost

1.3 Cost Curves in Short run and Long run

1.4 Concept of Total Revenue, Average Revenue and Marginal Revenue

2 Pricing Under Perfect Market Conditions

2.1 Pure Competition: Meaning and Features

2.2 Features of Perfect Competition

2.3 Price Determination in Perfect Competition

2.4 Equilibrium of Firm and Industry in Short Run and Long Run

3. Pricing Under Imperfect Market Conditions

3.1 Meaning of Imperfect Competition

3.2 Monopoly: Features and Equilibrium, Price Discrimination

3.3 Monopolistic Competition- Features and Equilibrium.

3.4 Oligopoly: Concept and Features

3.5 Duopoly: Concept and Features

3.6 Comparison of Perfect and Imperfect Competition

4 Factor Pricing

4.1 Marginal Productivity Theory of Distribution

4.2 Rent- Meaning, Ricardian Theory of Rent, Modern Theory of Rent, Concept of Quasi Rent

4.3 Wages-

4.3.1 Meaning and Types of Wages-

a) Minimum Wages b) Money Wages c) Real Wages d) Subsistence Wages e) Fair Wages

4.3.2 Backward Bending Supply Curve of Labour

- 4.3.3 Role of Collective Bargaining in Wage Determination
- 4.4 Interest-Meaning, Loanable Fund Theory, Liquidity Preference Theory
- 4.5 Profit- Meaning, Risk and Uncertainty Theory of Profit, Dynamic Theory of Profit, Innovation Theory of Profit

FINANCIAL ACCOUNTING - II

Subject Name: - Financial Accounting- II

Course Code - 122

1 Software used in Accounting

- 1. Types of Accounting Software
 - 2. Use of Accounting Software
 - 3. Installation of Accounting Software
 - 4. Advantages and disadvantages of Accounting Software
- Voucher entry and Report Generation including GST transactions

2 Final Accounts of Charitable Trust (Clubs, Hospitals, Libraries etc.)

- 1. Meaning and Characteristics
- 2. Accounting Records
- 3. Income and Expenditure Account
- 4. Receipt and Payment Account
- 5. Balance Sheet and Adjustments

3 Valuation of Intangibles

- 1. Valuation of Goodwill (Problem)
- 2. Valuation of Brands
- 3. Valuation of Patents, Copyright and Trademark etc.

4 Accounting for Leases

- 1. Types of Lease (Finance Lease and Operating Lease)
- 2. Finance Lease (Hire Purchase and installment) (Theory)
- 3. Operating Lease
- 4. Royalty,
- 5. Minimum Rent,
- 6. Short Workings,
- 7. Recoupment Of Short Working,

8. Lapse of Short Working

Journal Entries and Ledger Accounts in the Books of Landlord and Lessee

BUSINESS MATHEMATICS AND STATISTICS-II

Subject Name: - Business Mathematics and Statistics - II

Course code: - 124 (A)

1 Matrices and Determinants (up to order 3 only)

Definition of a Matrix, Types of Matrices, Algebra of Matrices, Determinants, Adjoint of a Matrix, Inverse of a Matrix via Adjoint Matrix, Homogeneous System of Linear equations, Condition for Consistency of homogeneous system, Solution of Non-homogeneous System of Linear equations (not more than three variables), Applications in Business and Economics, Examples and Problems.

2 Linear Programming Problems (LPP) (for two variables only)

Definition and terms in a LPP, formulation of LPP, Solution by Graphical method, Examples and Problems

3 Correlation and Regression

Concept and types of correlation, Scatter diagram, Interpretation with respect to magnitude and direction of relationship. Karl Pearson's coefficient of correlation for ungrouped data. Spearman's rank correlation coefficient. (with tie and without tie) Concept of regression, Lines of regression for ungrouped data, predictions using lines of regression. Regression coefficients and their properties (without proof). Examples and problems.

4 Index numbers

Concept of index number, price index number, price relatives. Problems in construction of index number. Construction of price index number: Weighted index Number, Laspeyre's, Paasche's and Fisher's method. Cost of living / Consumer price index number: Definition, problems in construction of index number. Methods of construction: Family budget and aggregate expenditure. Inflation, Uses of index numbers, commonly used index numbers. Examples and problems.

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