



KARNATAK UNIVERSITY, DHARWAD
ACADEMIC (S&T) SECTION
ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಧಾರವಾಡ
ವಿದ್ಯಾಮಂಡಲ (ಎಸ್&ಟಿ) ವಿಭಾಗ



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NAAC Accredited
'A' Grade 2014

website: kud.ac.in

No. KU/Aca(S&T)/JS-91/BOS/B.Com(E-Comm)/2022-23/382

Date: 20 JUN 2023

NOTIFICATION

Sub: Regarding syllabus of 3 years B.Com (E-Commerce Operations) - I to VI Sem w.e.f. 2023-24 & onwards under NEP.

- Ref: 1. BOS Res. No. 02, dt. 22.05.2023.
2. Academic Council Res. No. 05, dt. 27.05.2023.
3. Vice-Chancellor's order dated: 19/06/2023

Adverting to the above, it is hereby informed to the Principal, Karnatak Arts & Commerce College, Dharwad that the syllabus of 3 years B.Com (E-Commerce Operations) - I to VI Semester (Self-finance) w.e.f. 2023-24 & onwards under NEP.

Hence, the contents of this notification may please be brought to the notice of the students and all concerned. The said syllabus may be obtained through K.U.website (www.kud.ac.in).

REGISTRAR

To,

1. The Chairman, Dept. of Commerce, K.U.Dharwad.
2. The Principal, Karnatak Arts / Commerce College, Dharwad.
3. The Registrar (Evaluation), K.U.Dharwad.

Copy fives to:

1. Dr.(Smt) Chandramma M., Dean, Faculty of Commerce, Dept. of Commerce, K.U.Dharwad.
2. The Director, IT Section, Examination Section, K.U.Dharwad for information and to upload on K.U.Website (www.kud.ac.in).

Copy to:

1. PS to Vice-Chancellor, K.U.Dharwad.
2. S.A. to Registrar, K.U.Dharwad.
3. O.S., Exam UG / Confl / QP / GAD Section, K.U.Dharwad.
4. The Director, IT Branch, Exam Section, K.U.Dharwad.
5. The Nodel Officer, UUCMS / E-Governance Cell, K.U.Dharwad



KARNATAK UNIVERSITY, DHARWAD

APPRENTICESHIP-BASED

Programme Under

NEP-2020

B.Com. (E-Commerce Operations)

Syllabi

w.e.f. 2023-24 & onwards

The Programme

Apprenticeship-based B.Com. Degree Programme in E-Commerce Operations is offered by Logistics Sector Skill Council (LSC) in collaboration with Karnatak University that are duly approved by the concerned authorities.

Logistics Sector Skill Council, established by the Ministry of Skill Development and Entrepreneurship (MSDE) through the National Skill Development Corporation of India (NSDC), has taken up several initiatives to create adequate skills for gainful employment at various levels in Logistics Industry. The apprenticeship-based UG Degree Programme in E-Commerce Operation is one of the programmes.

LSC takes up the following responsibilities.

- Curriculum Development and Continuous Improvement
- Sensitisation of Students on Apprenticeship Assignment
- Create Course Materials on all Domain Courses and provide access to students through Logistics Learning Management System
- Securing Apprenticeship Training (On-the-job Training) in Logistics Companies for all students of this Programme under the provisions of Apprentices Act, 1961
- Securing a monthly stipend, as fixed by the Government from time to time, during the Apprenticeship Training period for every student.
- Assessing the performance & learning of students in Apprenticeship
- Arrange the conduct of final placement drive for the students of this Programme
- Assessment of the progress made by the Karnatak University in the Programme, and offering suggestions & help achieve the objective of making the students skilful.

The Regulation and Curriculum given below shall be duly approved by the various academic bodies of the HEI/University and apply to all candidates admitted to the Programme.

1. Eligibility for Admission

Candidates for admission to this Apprenticeship-based B.Com Degree Programme should have passed 10+2 in any Board or possess an equivalent qualification. Any subject group in 10+2 is acceptable.

2. Admission

The Reservation Policy of the State where the HEI is functioning is applicable.

3. Programme Duration

The Programme extends for three years consisting of four teaching semesters and two apprenticeship semesters.

4. Programme Content

- 24 Domain Courses in Semesters I, II, III, and IV and 5 General courses
- 4 Allied Courses in the MOOC format in Semesters V and VI
- 2 Spells of Apprenticeship Training for six months each in Semesters V and VI

5. Standard of Passing & Award Division

Standard of Passing & Award Divisions shall be as per the Karnatak University policies that offer this Programme.

6. Continuous Internal Assessment

The Continuous Internal Assessment System, including the assessment components, periodicity, and proportionate weight in the total score for a particular course, is as per the policies and practices of the Karnatak University, Dharwad.

7. Attendance

The mandatory minimum 75% attendance in teaching Semesters is as per the existing policies and practices of the Karnatak University.

Attendance requirement during Apprenticeship Training is as per the conditions/norms of the Apprenticeship Contract, Apprentices Act 1961, and National Apprenticeship Promotion Scheme.

8. Examination

The End Semester Examination for courses scheduled in teaching Semesters will be conducted and results declared by the Karnatak University. The question paper pattern for these examinations is as per the format decided by the Karnatak University.

9. Miscellaneous

- ✓ Each student shall possess Aadhaar Card, PAN, and Bank Account, which are necessary for on boarding for Apprenticeship.
- ✓ Students shall be willing to move out of their present place of residence to get on boarded in companies that might be located in different cities.
- ✓ Students shall take care of Boarding and Lodging arrangements in cities where the Apprenticeship providing company is located.
- ✓ Students need to possess the prescribed textbooks for all Courses of the Programme.
- ✓ The Karnatak University will award the Degree to students who successfully complete the Programme.

10. Fee Payment

The Programme Fee and Examination Fee are payable by students to the Karnatak University as per its norms.

Karnatak University, Dharwad
P G Department of Studies in Commerce and LSC – A Collaborative Programme of
LSC
Apprenticeship-based U G Degree Programme in E-Commerce Operations –
Collaborative Programme of LSC
E-Commerce Operations – Curriculum Structure
Academic Year 2023-24 onwards

B.Com. (E-Commerce Operations)
Curriculum structure- Academic Year: 2023-24

Semester I

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Language-1		AECC	45	3	40	60	100
2	Language-2 (Communicative English)		AECC	45	3	40	60	100
3	Inventory Management		DSCC	56	4	40	60	100
4	Introduction to E Commerce Logistics		DSCC	56	4	40	60	100
5	Analysing Financial Accounting Statements		DSCC	56	4	40	60	100
6	Statistics for Data Analysis		OEC	45	3	40	60	100
7	Word & Presentation Tools - Practical		SEC	30	2	20	30	50
8	Value Based Activities(VBA)		VBA	--	2	50	00	50
	<i>Total</i>				25	310	390	700

Semester II

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Language-1		AECC	45	3	40	60	100
2	Language-2		AECC	45	3	40	60	100
3	Warehouse Management		DSCC	56	4	40	60	100
4	Material Handling		DSCC	56	4	40	60	100
5	First Mile Operations		DSCC	56	4	40	60	100
6	Quantitative Techniques		OEC	45	3	40	60	100
7	Environmental Studies		AECC	45	3	40	60	100
8	Value Based Activities(VBA)		VBA	--	2	50	00	50
	<i>Total</i>				26	330	420	750

<i>Semester III</i>								
<i>No.</i>	<i>Course</i>	<i>Code</i>	<i>Type</i>	<i>Hours</i>	<i>Credit</i>	<i>CIA</i>	<i>ESE</i>	<i>Marks</i>
1	MIS for E Commerce		DSCC	56	4	40	60	100
2	E Commerce Logistics Operations		DSCC	56	4	40	60	100
3	Transportation for E Commerce		DSCC	56	4	40	60	100
4	Reverse Logistics for E Commerce		DSCC	56	4	40	60	100
5	Last Mile Operations		DSCC	56	4	40	60	100
6	Marketing Management		OEC	45	3	40	60	100
7	Cost Accounting		SEC	30	2	20	30	50
	<i>Total</i>			<i>355</i>	<i>25</i>	<i>260</i>	<i>390</i>	<i>650</i>

<i>Semester IV</i>								
<i>No.</i>	<i>Course</i>	<i>Code</i>	<i>Type</i>	<i>Hours</i>	<i>Credit</i>	<i>CIA</i>	<i>ESE</i>	<i>Marks</i>
1	Hub & Line Operations		DSCC	56	4	40	60	100
2	E Commerce Customer Service		DSCC	56	4	40	60	100
3	Outsourcing in E Commerce		DSCC	56	4	40	60	100
4	Fulfilment Operations		DSCC	56	4	40	60	100
5	Packaging for E Commerce		DSCC	56	4	40	60	100
6	Management Accounting		OEC	45	3	40	60	100
7	India & Indian Constitution		AECC	45	3	40	60	100
	<i>Total</i>				<i>26</i>	<i>280</i>	<i>420</i>	<i>700</i>

Semester V

<i>No.</i>	<i>Course</i>	<i>Code</i>	<i>Type</i>	<i>Hours</i>	<i>Credit</i>	<i>CIA</i>	<i>ESE</i>	<i>Marks</i>
1	Allied Course –MOOC		DSCC	60	2	00	100	100
2	Apprenticeship I		DSCC	1008	22	250	150	400
	<i>Total</i>			<i>1068</i>	<i>24</i>	<i>250</i>	<i>250</i>	<i>500</i>

Semester VI

<i>No.</i>	<i>Course</i>	<i>Code</i>	<i>Type</i>	<i>Hours</i>	<i>Credit</i>	<i>CIA</i>	<i>ESE</i>	<i>Marks</i>
1	Allied Course –MOOC		Domain	60	2	00	100	100
2	Apprenticeship II		Domain	1008	22	250	150	400
	<i>Total</i>			<i>1068</i>	<i>24</i>	<i>250</i>	<i>250</i>	<i>500</i>

List of Allied Courses-5th Semester

<i>No.</i>	<i>Course</i>	<i>Code</i>	<i>Type</i>	<i>Hours</i>	<i>Credit</i>	<i>CIA</i>	<i>ESE</i>	<i>Marks</i>
1	Revenue Management & Pricing		DSCC	60	2	00	100	100
2	Principles of Cataloguing		DSCC	60	2	00	100	100
3	Documentation for Exports & Imports		DSCC	60	2	00	100	100
	Any one of the above in V semester							

List of Allied Courses-6th Semester

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Regulatory Environment of E Commerce		DSCC	60	2	00	100	100
2	International E Commerce		DSCC	60	2	00	100	100
3	Multimodal Transportation		DSCC	60	2	00	100	100
Any one of the above in VI semester								

Assessment System

The Assessment System of the apprenticeship-based Degree Programmes developed & offered by Logistics Sector Skill Council is designed to make an objective assessment of Knowledge, Skill, and Attitude development of students. In order to make the Assessment System fool-proof and inclusive, the Programme provides adequate & appropriate representation to the Industry, Sector Skill Council, and the Karnatak University in assessing the students. This makes the Assessment System objectively measure industry-readiness of students.

Teaching Semesters:

Semesters I, II, III, and IV are Teaching Semesters. All Courses scheduled in Teaching Semesters are assessed by Karnatak University. The Assessment System (proportion of marks between the Continuous Internal Assessment (40%) & End Semester Examination(60%), and the Question Paper Pattern) for these courses shall be as per the norms, standards and practices of the Karnatak University, notwithstanding the Regulations given in the Curriculum Booklet issued by LSC.

Apprenticeship Semesters:

Semesters V, and VI are Apprenticeship Semesters. Assessment System for the Courses scheduled in these Semesters will be as per the process described below.

Allied Courses: The Allied Courses are offered by LSC on the pattern of MOOC. LSC delivers the course online through Logistics Learning Management System (LLMS), and makes online assessment of students. Three online tests are conducted for 25 marks each for the CIA Component. The total of the best performed two tests would be assigned as CIA Mark. One online End Semester Examination is conducted for a maximum mark of 50. The marks scored by students in both CIA and ESE for a total of 100 marks would be communicated to the Collaborating Institution by LSC. The Collaborating Institution may modify the proportion of marks between CIA and ESE as per its norms, standards, and practices.

Apprenticeship: The CIA Component of Apprenticeship is assessed by the Manager / Supervisor under whom the students work during Apprenticeship Semesters, and LSC for a maximum mark of 250. The Manager / Supervisor makes the assessment for 150 marks based on skill & attitudinal development of students. LSC assesses the practical knowledge of students for 100 marks by conducting a Test on conceptual knowledge relevant to the process undergone during Apprenticeship, and Viva.

The Collaborating Institution will evaluate the Apprenticeship Report (comprising Work Diary) submitted by students, and conduct Viva for a mark of 150, which is considered as ESE. The Evaluation & Viva shall be conducted by a Panel comprising of the HoD (or Programme Coordinator), Student's Mentor, and one Executive from Logistics Sector. The Collaborating Institution may modify the proportion of marks between CIA and ESE as per its norms, standards, and practices.

Minimum Marks, Grading & Classification:

Minimum Marks required for passing courses, Pattern of Grading, and Classification of Successful Candidates between 'Distinction', 'First Class', 'Second Class', etc. shall be as per the norms, standards, and practices of Karnatak University.

B.Com. (E Commerce Operations)

I semester

No.	Course	Code	Type	Hours /sem	Credit	CIA	ESE	Marks
1	Language-1: MIL		AECC	45	3	40	60	100

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Language-2 (Communicative English)		AECC	45	3	40	60	100

COURSE OBJECTIVES:

- To develop written and verbal communication skills for effective business communication.
- To identify various communication skills involved in the business organization.
- To develop business communication skills among the students.
- To improve language skills – reading, writing and listening

LEARNING OUTCOMES:

- Expose learners to variety of texts to interact with them
- Capability to increase learners to visualize texts and its reading formulas
- Develop critical thinking.
- Develop a more humane and service-oriented approach to all forms of life around them.
- Improvement in their communication skills for larger academic purposes and vocational purposes
- Critical participants in their everyday business life

Language II – Communicative Skills

Unit	Topics
I	Introduction to Business Communication- Characteristics of Effective Organizational Communication Basic Forms of Communication-Process of Communication- Principles of Effective Business Communication-7 C's.
II	Academic Vocabulary and English for Business- Creative Writing Critical Thinking: Introduction to critical thinking – Benefits - Barriers – Reasoning —Arguments - Deductive and inductive arguments – Fallacies - Inferential comprehension Critical thinking in academic writing - Clarity - Accuracy – Precision – Relevance.
III	Business letters – layout of Business letters - types - Business enquiries and replies – offers – quotations – orders – complaints and adjustments – collection letters – circular letters – status enquiries- Email Writing-The Process of Writing E Mails, breaking it Down – The PAIBO Technique, Structuring an E-Mail – The T's – Introduction, Body and Conclusion, Effective Subject lines, Salutation and Signing off- Teleconferencing, video conferencing
IV	Communication in Business Environment: Business Meetings, Notice, Agenda, Minutes - Press Releases - Corporate Communication: Internal and External, Group Discussion, Seminars, Presentations. - Reporting of Proceedings of a meeting. Office Memorandum, Office Orders, Press Release -Listening: Active listening – Barriers to listening – Listening and note taking – Listening to announcements – Listening to news on the radio and television.
V	Reports and Presentations – Business reports and Proposals, Format, visual aids and contents, Oral Business presentations. -Job Application and Resume Writing.

Textbooks & Suggested Readings:

1. R.C. Bhatia. Business Communication.
2. R.K. Madhukar. Business Communication.
3. Shraf Ravi. Effective Technical Communication.
4. Marilyn Anderson, Pramod K Nayar and Madhu Chandra Sen. Critical Thinking,
5. Lesikar R.V & Flately M V, Basic Communication Skills for empowering the internet generation, Tata-McGraw Hill, 2009. 2.
6. Sharma R C & Mohan K, Business Correspondence & Report Writing, TMH, 2009.

B.Com. (E Commerce Operations)

I semester

Inventory Management

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Inventory Management		DSCC	56	4	40	60	100

COURSE OBJECTIVES:

- To understand the concepts of inventory management.

LEARNING OUTCOMES:

The students will be able to:

- Understand basics of inventory management in warehousing.
- Compare various inventory management techniques.
- Explain the requirement for warehouse management systems.
- Demonstrate the importance of and inventory management

Unit	Topics
I	Introduction to Inventory Management What is inventory management-Why is inventory management important-Role in inventory management in e-commerce supply chain-Inventory management terms-Types of inventory in e-commerce supply chain -Management of inventory in e-commerce supply chain.
II	Basic Inventory Management Techniques and Relevance to E-Commerce Logistics Economic order quantity-Minimum order quantity -ABC analysis. -Just-in-time inventory management. -Safety stock inventory. -FIFO and LIFO. -Batch tracking. -Consignment Inventory-Perpetual inventory management-Six Sigma and Lean Six Sigma-Demand Forecasting-Cross-docking-Bulk shipments.
III	Key Inventory Management Metrics Inventory turnover -Safety stock -Reorder point -Backorder rate-Carrying cost of inventory
IV	Inventory Management Software What is inventory management software? - Features of good quality software. -Choosing the correct warehousing management system.
V	Latest Trends in Inventory Management Predictive picking using artificial Features of good quality software-Choosing the correct warehousing management system-Omnichannel inventory management solutions-Streamlined management of returned inventory-Streaming Analytics-Advanced sales forecasting-New inventory management skills.

Textbooks & Suggested Readings:

1. Course Material Prepared by LSC
2. Sunil Chopra and Peter Meindl, Supply Chain Management Pearson Education Asia, 3rd edition, 2007
3. Operations Research – Concepts, Problems & Solutions- Kapoor V.K.-Sultan Chand & Sons/2017-978-81-8054-854-3 (TC-532)
4. Vijay Kumar Khurana, 2007, Management of Technology and Innovation, Ane books India, Chennai Further ReadingSource
5. Simchi-Levi, David, "Designing and Managing Supply Chain", Tata McGraw Hill, 3rd Edition, 2007.
6. David E Mulcahy, "Warehouse Distribution and Operations Handbook, McGraw Hill, 6th Edition, 1993.

B.Com. (E Commerce Operations)

I Semester

Introduction to E Commerce Logistics

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
	Introduction to E Commerce Logistics		DSCC	56	4	40	60	100

COURSE OBJECTIVES:

- To understand the basics of e-commerce logistics

LEARNING OUTCOMES:

The students will learn:

- Basics of e-commerce logistics.
- Types of e-commerce logistics in India.
- Impact of technology on e-commerce logistics.
- Future of e-commerce logistics in India.

Unit	Topics
I	Basics of E-Commerce Logistics What is 'e-commerce logistics'. -Changing dynamics of e-commerce logistics.-Challenges in e-commerce logistics: Regulatory, technical and economic challenges.-Impact and contribution of e-commerce logistics on the world and global trade. -E-commerce logistics management.
II	Types of E-Commerce Logistics in India Roadmap of e-commerce in India. -E-commerce business models-Regulatory policies and impact on e-commerce logistics. -Disruption in e-commerce logistics. Types of E-Commerce Logistics in India
III	Business to Consumer (B2C) - Business model and challenges. -Business to Business (B2B) - Business model and challenges. -Consumer to Consumer (C2C) - Business model and challenges. -Other E-Commerce Models: Govt to Consumer (G2C), Govt to Business (G2B) and Govt to Govt (G2G)-Major Indian players in e-commerce logistics.
IV	Impact of Technology on E-Commerce Logistics Role and advantages of technology in e-commerce logistics. -Technology disruption and innovation in e-commerce logistics- Challenges in adopting technology in Indian e-commerce logistics. -Major upcoming technologies and systems in e-commerce logistics
V	Future of E-Commerce in India Growth projections for e-commerce in India-Upcoming regulations and their likely impact on e-commerce logistics-Global research on e-commerce logistics. Technologies under development for e-commerce logistics: <ul style="list-style-type: none">• GPS tracking.• Drone delivery.• Electric vehicle delivery systems

Textbooks & Suggested Readings:

1. Course Material Prepared by LSC
2. E-Commerce an Indian Perspective P.T. Joseph, S. J. - PHI publication
3. IT Encyclopedia.Com: Volume 8: Parag Diwan & Sunil Sharma: E-commerce - Pentagon Press.
4. E-Commerce Strategies: Charles Trepper – PHI
5. S. R. Bhansali, Information Technology Act, 2000, University Book House Pvt. Ltd., Jaipur.
6. Essential Cybersecurity Science, Josiah Dykstra, 2017 – O'Reilly

B.Com. (E Commerce Operations)
I semester
Analyzing Financial Accounting Statements

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Analyzing Financial Accounting Statements		DSCC	56	4	40	60	100

COURSE OBJECTIVES:

- To familiarise students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation

LEARNING OUTCOMES:

- Apply fundamental accounting concepts, principles, and conventions
- Record basic accounting transactions and prepare annual financial statements for a sole proprietorship business
- Record accounting transactions on the dissolution, amalgamation, and sale of partnership firms

Unit	Topics
I	Introduction to Financial Accounting- Accounting as an Information System - its Importance, Scope and Limitations; Users of Accounting Information; Basic concepts and conventions: entity, money measurement, going concerned, cost realisation, accruals, periodicity, consistency, prudence (conservatism), materiality and full disclosures.-The Accounting Equation; Recording of business transactions and preparation of Trial Balance; Recording of transactions in Cash Book and Subsidiary Books – Purchase Book, Purchase Returns Book, Sales Book, and Sales Returns Book.
II	Capital and revenue expenditures and receipts- Revenue recognition and recognition of expenses-Errors and their types.-Errors affecting Trail Balance and errors not affecting Trail balance -Journal Entries for Rectification of errors.
III	Bank Reconciliation:- Meaning, causes of differences, need & importance, preparation & presentation of BRS. -Depreciation: the concept of depreciation; Factors in the measurement of depreciation; Methods of computing depreciation: straight-line method and diminishing balance method; change of methods
IV	Preparing Trading Account, Profit & Loss Account and Balance Sheet for a Sole Proprietor: Introduction to Company Final Accounts: Important provisions of Companies Act, 1956 regarding the preparation of Final Accounts. Understanding of final accounts of a Company
V	Accounting for the Partnership Firm Accounting – Admission and retirement of partner-Revaluation account-Final Accounting.

Textbooks & Suggested Readings:

1. S N Maheswari, Advanced Accountancy – Vol 1, Vikas Publications, New Delhi.
2. R L Gupta and Radhaswamy, Vol I, Sultan Chand and Sons, New Delhi
3. Jain and Narang, Advanced Accountancy, Vol 1, Kalyani Publishers, Ludhiana
4. T S Grewal, Accounting – Vol 1, S Chand, New Delhi
5. M.C. Shukla, T.S. Grewal, and S.C. Gupta. Advanced Accounts. Vol.-I. S. Chand & Co., New Delhi.
6. Deepak Sehgal. Financial Accounting. Vikas Publishing H House, New Delhi.

B.Com. (E Commerce Operations)

I semester

Statistics for Data Analysis

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Statistics for Data Analysis		OEC	45	3	40	60	100

COURSE OBJECTIVES:

- This Course aims at aiding the students in reaching a level of increased competence in business statistics and expands understanding of the applications of statistical concepts in business.
- Emphasis is placed upon learning statistical concepts through common business problems.

LEARNING OUTCOMES:

- Gain a conceptual and working knowledge of Business Statistics and use it in the applications of business.
- Learn the methods of solving problems on basic concepts and analytical business statistical model.
- Enable the student to use the introductory level of Transportation and queuing theory.

Unit	Topics
I	Data collection Collection and Presentation of Data - Statistical data – Primary and Secondary; Methods of collecting Primary data; Presentation of Data – Textual, Tabular and Diagrammatic form (Line chart, Bar chart, Pie chart, Histogram, Frequency polygon and Ogive); Frequency distribution.
II	Measures of Central Tendency Measures of Central Tendency – Mean (A.M., G.M., H.M.), Median, Mode – different properties; Partition values – Quartiles, Deciles, Percentiles; Partition values from Ogives. Measures of Dispersion – Range, Q.D., M.D., S.D. – their coefficients; Comparing consistency; Different properties. Skewness and measures – Pearson's, Bowley's, Kelly's and moment co-efficient of skewness. Kurtosis and measures- Moment co-efficient of kurtosis and percentile co-efficient of kurtosis.
III	Correlation Analysis: Methods of Studying Correlation for Grouped and Ungrouped Frequency Conceptual Distribution. Spearman's Rank Correlation. Regression Analysis: Equation of Regression Lines for Grouped and Ungrouped Frequency Distribution, Standard Error Estimate.
IV	Index Number Index Number – Construction, Price and Quantity Index numbers, Laspeyres', Paasche's, Edgeworth- Analytical Marshall's, Fisher's method, Relative methods, Tests of index number formulae: Time and Factor reversal tests, General index number, Chain base index number, cost of living index number (CLI), Uses of CLI and its applications, Uses and limitations of index numbers.
V	Probability and Sampling Probability theory – concept and approaches; Probability rules – addition Analytical and multiplication theorem, Binomial, Poisson and Normal Distribution and their applications Sampling – Purpose and Methods of Sampling, Merits, and limitations of Sampling.

Textbooks & Suggested Readings:

1. Gupta and Gupta, Business Statistics. (Sultan Chand & Sons: New Delhi).
2. Chandan, J. Statistics for Business Economics. (Vikas: New Delhi)
3. Sharma, Shenoy and Srivastava, Quantitative Analysis for Managerial Decision Making

B.Com. (E Commerce Operations)

I semester

Word & Presentation Tools - Practical

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Word & Presentation Tools – Practical		SEC	30	2	20	30	50

COURSE OBJECTIVES:

- To introduce the student to the Word & Presentation tools and its applications and thereby empowering him to utilize e- sources for upgrading their knowledge base.
- To introduce the students with some basic tools and applications which will enable them in e-communicating effectively and analyse data for decision making using data of different kinds

LEARNING OUTCOMES:

- Students will be able to apply the Word & Presentation tools in real-life application.
- Enable students to enhance their ability and professional skills in the Computer Application in MS-Word & Presentation

Unit	Topics
I	Windows 2000- working with windows – moving formation within windows arranging Icons Saving Window settings. MS Office Basics – Creating document – entering text-Selecting text giving instructions- Using tool bars- Menu commands- Keyboards shortcuts- Saving files Opening documents – Manipulating Windows – simple Editing- Printing Files
II	Word Basics – Using Auto text – Using Auto Correct Word editing technique finding and replacing text – Checkingspelling – using templates- formatting – Formatting with styles creating tables.
III	Power Point basics- Working in outline view- using a design template- Merging presentations in Slider sorter view applying templates – Adding graphs- adding organization Charts.
IV	MS-Word-Practical Type the text, check spelling and grammar bullets and numbering list items, align the text to left, right justify and centre. -Prepare a job application letter enclosing your Bio-Data- Perform Mail Merger Operation and Preparing labels. -Prepare the document in newspaper column layout.
V	MS POWER POINT-Practical Prepare a PowerPoint presentation with at least three slides for department Inaugural Function-Draw an organization chart with minimum three hierarchical levels-Design an advertisement campaign with minimum three slides-Insert an excel chart into a power point slide.

Text Books:

1. Office 2000 Complete Reference by Stepher L. Nelson.
2. PC Software for window made simplex by R.K Taxali – Tata McGraw Hill Publishers Pvt. Ltd.,

B.Com. (E Commerce Operations)
II semester
Languages
(As per other B.Com Programmes)

<i>No.</i>	<i>Course</i>	<i>Code</i>	<i>Type</i>	<i>Hours</i>	<i>Credit</i>	<i>CIA</i>	<i>ES</i> <i>E</i>	<i>Mark</i> <i>s</i>
1	Language-1		AECC	45	3	40	60	100
2	Language-2		AECC	45	3	40	60	100

B.Com. (E Commerce Operations)
II semester
Warehouse Management

<i>No.</i>	<i>Course</i>	<i>Code</i>	<i>Type</i>	<i>Hours</i>	<i>Credit</i>	<i>CIA</i>	<i>ES</i> <i>E</i>	<i>Mark</i> <i>s</i>
1	Warehouse Management		DSCC	56	4	40	60	100

COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become Warehouse professionals
- To orient students in the field of Logistics
- To help Students to understand Warehousing and distribution centre operations

LEARNING OUTCOMES:

- Students will be able to apply the Basic knowledge of Warehousing and distribution centre operations in the real- life situation
- This subject will enable them to enhance their ability and professional skills.

Unit	Topics
I	<p>Introduction to Warehouse (Storage and Packaging) Background – Need for Warehouse – Importance of warehouse; Types of Warehouses - Broad functions in a warehouse - warehouse layouts and layout related to functions. Associate warehouse -Its functions - equipment available in associate ware house - Video on warehouse – Visits to ware houses –</p>
II	<p>Warehouse Organization Structure – Benefits of Warehousing. Receiving and Dispatch of Goods in warehouse Various stages involved in receiving goods – Stages involved receipt of goods- Advanced shipment notice (ASN) or invoice items list- Procedure for Arranging of goods on dock for counting and Visual inspection of goods unloaded- Formats for recording of goods unloaded from carriers- Generation of goods receipt note using computer- Put away of Goods- Put away list and its need-Put away of goods into storage locations - storage location codes and its application- Process of put away activity- Procedure to Prepare Warehouse dispatches</p>
III	<p>Warehouse Activities Explain receiving, sorting, loading, unloading, Picking Packing and dispatch, activities and their importance in a warehouse - quality parameters - Quality check-need for quality check-importance of quality check. Procedure to develop Packing list / Dispatch note-Cross docking method - Situations suited for application of cross docking - Information required for coordinating cross docking- Importance of proper packing- Packing materials -Packing machines -Reading labels</p>
IV	<p>Warehouse Management: Warehouse Utilization Management - Study on emerging trends in warehousing sector - DG handling -use of Material Handling Equipment's in a warehouse - Inventory Management of a warehouse - Inbound & Outbound operations of a warehouse and handling of Inbound & Outbound operations. Distribution – Definition – Need for physical distribution – functions of distribution – marketing forces affecting distribution. The distribution concept – system perspective. Channels of distribution: role of marketing channels – channel functions – channel structure –designing distribution channel – choice of distribution channels</p>
V	<p>Warehouse Safety Rules and Procedures: The safety rules and' Procedures to be observed in a Warehouse - Hazardous cargo – Procedure for Identification of Hazardous Cargo - safety data sheet- Instructions to handle hazardous cargo - Familiarization with the industry. Health, Safety & Environment - safety Equipment's and their uses - 5S Concept on shop floor. Personal protective Equipment's (PPE) and their uses.</p>

Text & Reference Books:

1. Course Material Prepared by LSC
2. J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition, 2003.
3. Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems [With CDROM], Michael Ten Hompel, Thorsten Schmidt, Springer-verlag, First Edition, 2006.
4. Management Guide to Efficient Money Saving Warehousing, Stephen Frey, Gower, 1982.
5. Kapoor Satish K., and Kansal Purva, 'Basics of Distribution Management: A Logistical Approach', Prentice HALL of India.

B.Com. (E Commerce Operations)**II semester****Material Handling**

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Material Handling		DSCC	56	4	40	60	100

COURSE OBJECTIVES:

- To develop competencies and knowledge of students to become effective professionals
- To orient students on recent changes and development in the field of material management
- To help Students to understand basic Principles and concept of material Management

LEARNING OUTCOMES:

- Students will be able to apply the knowledge about material management in the real-life business situation
- This subject will enable them to enhance their managerial ability and professional skills

Unit	Topics
I	Introduction: Introduction: Materials Management - Evolution, Importance, Scope and Objectives- Interface with other functions. Concept of Logistics and Supply Chain Management and evolution to 4PL-Supply Chain Management -Objectives, Components, Significance, Trade off Customer Service & Cost.
II	Types of Material Handling Equipment Storage and Handling Equipment: -Racks, Bins and Drawers., Stacking Frames, Shelves, Mezzanines. Transport Equipment: Conveyors, Cranes, Lifts and elevators. Engineered Systems: Automated Guided Vehicles (AGVs), Automated Storage and Retrieval Systems (AS/RS), Conveyor Systems, Robotic Delivery System. Bulk Material Handling Equipment, Stackers and Reclaimers., Hoppers and Silos.
III	Material Requirement Planning (MRP) Material Requirement Planning (MRP) - Advantages over conventional planning (Order Point Method) – Input and output of MRP system - Forecasting - Overview of quantitative and qualitative methods of forecasting - Master Production Schedule - Bill of Materials - BOM Explosion - Material flow in MRP. MRP II. Concept of ERP. (Numerical likely on BOM Explosion, estimating Net requirements). Design of Material Handling Systems The Unit Load Concept-In-Process Handling-Distribution.
IV	Quality control of material Quality control of material: Incoming material quality control- statistical quality control- governmental purchasing practices and procedures-Inventory control & Cost Reduction techniques: Inventory turns ratios-Standardization – need and importance. Codification – concept, benefits. Value Engineering and Value Analysis – concept and process.
V	Health and Safety Materials handling and storage systems, Physical distribution logistics- transportation, Traffic and claims management- operations research and related techniques- Principles of Materials Handling system - Materials Handling Equipment – Safety issues.

Text & Reference Books:

1. Course Material Prepared by LSC
2. Materials management: procedures, text and cases - A.K. Datta
3. Materials management: An integrated approach - P. Gopalakrishnan
4. Introduction to Materials management - J.R. Tony Arnold & Stephen N. Chapman
5. Materials & Logistics Management - L.C. Jhamb

B.Com. (E Commerce Operations)**II semester****First Mile Operations**

No.	Course	Code	Type	Hours	Credit	CIA	ES E	Mark s
1	First Mile Operations		DSCC	56	4	40	60	100

COURSE OBJECTIVES:

- To understand the First Mile operational processes in e-commerce logistics.

LEARNING OUTCOMES:

THE STUDENTS WILL LEARN:

- Basics of First Mile operations.
- Shipment pickup operations.
- Different types of shipment processing operations at Processing Centers.
- Layout of a Processing Centre.
- Key challenges in First Mile operations and First Mile metrics.

Unit	Topics
I	Role of First Mile in E-Commerce Logistics Difference between First Mile, Line Haul and Last Mile operations. -First Mile Operations - Overview. -Why is First Mile operations important in e-commerce logistics-First Mile process flow.
II	Shipment Pickup Operations Shipment pickup process. -Pickup operations staff - roles and responsibilities. -Pickup coordination. -Safety and security of shipments during pickup-Pickup documentation.
III	Shipment Processing Operations Primary and secondary processing. -Bagging operations. -Manual processing operations- Automated processing operations
IV	Layout of A Processing Centre Inbound operations-Processing Operations-Outbound Operations-Safety and security- Processing Centre staff - roles and responsibilities
V	First Mile Analytics and Metrics Productivity-Pickup operations metrics-Processing operations metrics-First Mile dashboard. Tools and Applications Pickup tools and applications-Processing tools and applications-Exceptions in First Mile and impact on operations- Tools and communication to resolve exceptions.

Text & Reference Books:

1. Course Material Prepared by LSC

B.Com. (E Commerce Operations)**II semester****Quantitative Techniques**

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Quantitative Techniques		OEC	45	3	40	60	100

COURSE OBJECTIVES:

- To familiarize the student with the use of quantitative techniques in managerial decision making.

LEARNING OUTCOMES:

- Understand various quantitative & statistical methods
- Understand data and draw inference from data
- Calculate and interpret statistical values by using statistical tool (correlation & regression)
- Demonstrate an ability to apply various statistical tool to solve business problem

Unit	Topics
I	Quantitative techniques— introduction—meaning and definition—classification of QT, QT and other disciplines— application of QT in business—limitations.
II	Statistical inference— testing of hypothesis—procedure—error in testing—two tail test and one tail test— nonparametric tests—Chi-Square test, Wilcoxon test. Parametric tests—Z test—test of significance of large samples—test for two sample means—small sample mean tests— Student t test—Analysis of variance—F test— one-way ANOVA and two-way ANOVA tests
III	Analysis of Time Series – Components of a time series, Adjustment in time series, Measurement of trend by moving average and least squares methods (linear and quadratic trends), Measurement of seasonal variation by simple average method, Forecasting, De-seasonalisation.
IV	Transportation and Assignment Problems Nature and scope of transportation and allocation Analytical models, different methods for finding initial solution- N-W Corner Rule, Least Cost Method and VAM. Unbalanced TP, Test for optimality – MODI method, AP a variant of Transportation model, Hungarian method, Restricted Assignment problems. Queuing Theory – Models – Simple Problem – Introduction to simulation
V	Statistical Quality Control: Introduction; Sources of Variations; Statistical Process Control Methods; Control Charts; Acceptance Sampling; Advantages of Statistical Quality Control.

Textbooks & Suggested Readings:

1. David M. Levine: Business statistics
2. S.P. Gupta; Statistical methods

B.Com. (E Commerce Operations)**II semester****Environmental Studies**

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Environmental Studies		AECC	45	3	40	60	100

COURSE OBJECTIVES:

- It is concerned with the exploration, investigation and development of an understanding of the natural, human and social dimensions of local and wider environments.
- It provides opportunities to engage in active learning, to use a wide range of skills, and to acquire open, critical and responsible attitudes

LEARNING OUTCOMES:

- Master core concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.
- Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
- Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.

Unit	Topics
I	Ecology Ecosystem – Introduction- Abiotic and Biotic components. Structure and functions of Ecosystem – Food Chain, Food web, Ecological pyramids, Energy flow and biogeochemical cycles. Biodiversity – Values, Type and levels of Biodiversity. Causes of depletion. Conservation of biodiversity
II	Pollution Water Pollution – Sources of water, water quality standards, type of pollutants – its sources and effects. Air Pollution – composition of atmosphere, Air quality standards, Sources and adverse effects of air pollution, Greenhouse effect, global warming, acid rain, ozone depletion, Noise Pollution – Introduction, Level of noise, Sources and adverse effects of noise, Control of noise pollution.
III	Solid Waste Management Municipal waste – Introduction, classification of solid waste, composition and characteristics of solid waste, collection conveyance and disposal of solid waste, recovery of resources. Sanitary land filling, Vermi composting, incineration. Biomedical waste – Generation, collection and disposal.
IV	Non-Conventional energy sources Introduction, renewable sources of energy: solar energy, wind energy, Energy from ocean, energy from biomass, geothermal energy and nuclear energy. Potential of renewable energy resources in India.
V	Social Issues and EIA Sustainable Development-Rainwater harvesting. Public awareness and environmental education. Environmental Legislations in India – Environmental Protection act-1986, Air (Prevention and control of Pollution) act, water (Prevention and control of Pollution) act, wildlife protection act, Forest conservation act.

Textbooks & Suggested Readings:

1. Agarwal Shikha, Suresh Sahu, Environmental Engineering and Disaster Management, Dhanpat Rai & Co., 2010
2. Brunner R.C., Hazardous Waste Incineration, McGraw Hill Inc. 1989. Textbooks & Suggested Readings:
3. Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
4. Cunningham, W.P, Cooper, T.H. Gorhani, E & Hepworth, M.T., Environmental Encyclopaedia, Jaico Publishing House, Mumbai, 2001.

B.Com. (E Commerce Operations)

III semester

B.Com. (E Commerce Operations)

III semester

MIS for E Commerce

No.	Course	Code	Type	Hours	Credit	CIA	ES E	Marks
1	MIS for E Commerce		DSCC	56	4	40	60	100

COURSE OBJECTIVES:

- To understand the concepts of Managing information systems

LEARNING OUTCOMES:

The students will be able to:

- Understand the basics of management information systems
- Understand various global E-business processes.
- Explain the concept of electronic commerce.
- Explain the relationship between decision making and Information systems

Unit	Topics
I	Management Information Systems, Information Systems, 'changing business environment in retail, management information and the trends business should monitor; information and knowledge – economy; contemporary approach to information systems – business analytics and business intelligence
II	Global E-business and Collaboration E- Commerce Business Processes and Information Systems, types of Information Systems Systems for Collaboration and Social Commerce. The Information Systems Function in Business
III	Electronic Commerce and the Digital Organization Electronic Commerce Digital Organization, Role of Digital Technologies Customer Segmentation, Personalization and Recommendations, Role of IT Infrastructure and Cloud Computing
IV	Enhancing Decision Making Decision Making and Information Systems Business Intelligence in the Enterprise Business Intelligence Constituencies, Building Information Systems including Mashups Managing Projects: Project Management Methodology, Managing Global Systems Redesigning the Organization with Information Systems Systems as Planned Organizational Change
V	Business Process Process Improvement: Business Process Management, System Analysis and Change Management, Systems Design: Agile Architecture

Text & Reference Books:

1. Course Material Prepared by LSC

B.Com. (E Commerce Operations)**III semester****E Commerce Logistics Operations**

No.	Course	Co de	Type	Hours	Credi t	CIA	ES E	Mark s
1	E Commerce Logistics Operations		DSCC	56	4	40	60	100

COURSE OBJECTIVES:

- To understand the logistics operations in E-Commerce Course Outcome

COURSE OUTCOME:

The students will be able to:

- Understand the basics concept of logistics in E-Commerce
- Understand the process of capacity management.
- Explain the strategies used in logistics planning & execution
- Explain the Systems used in E-Commerce logistics and how logistics and operations are interlinked.

Unit	Topics
I	Logistics and System Concept, Objectives and Role of Logistics Introduction Logistics Functions and Management, Role of Logistics in the Supply Chain Catalysts for Outsourcing Trends, Benefits of Logistics Outsourcing Third- and Fourth-Party Logistics, Career & Growth in Logistics and Supply Chain
II	Capacity Management In Logistics Logistics goals and types, General capacity theory in logistics, Inbound and outbound operations, Terms and definitions in inbound and outbound logistics, Capacity management in inbound and outbound logistics, Capacity planning and management of Reverse logistics
III	Strategic Level Logistics Strategic and Joint Interfaces, 10 Logistics Requirements, Logistics Related Unified Action Partners, Joint Interdependence between facilities and departments, Multinational Logistics Operations, Logistics Support to Power Projection
IV	Systems used in Ecommerce Logistics Integration with stock & order processing systems, Systems used in Inbound and outbound operations, Returns processing systems, 4.3 Systems used for Value-added delivery options (premium / express / scheduled / location mapping), 4.5 Customer and Support Relationships
V	Integrating Logistics Into Operations Integrating Logistics into the Operations Process, Assessment for Logistics Operations Planning Logistics Operations, Preparing for Logistics Operations, Executing Logistics Operations, Terminating partner Operationsa

Text & Reference Books:

- Course Material Prepared by LSC

B.Com. (E Commerce Operations)**III semester****Transportation for E Commerce**

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Transportation for E Commerce		DSCC	56	4	40	60	100

COURSE OBJECTIVES:

- To understand the role of transportation in E-Commerce

COURSE OUTCOME:

- The students will be able to:
- Understand the basics concept of transportation in E-Commerce
- Understand the strategies used in planning transportation.
- Explain the systems used in transportation management
- Understand the socio-economic factors that affect transportation

Unit	Topics
I	Introduction What is Transportation Supply Chain? Importance and functions of Transportation Types of transportation, Transportation in India Factors influencing transportation decision, Trade Compliance for suppliers. Role of Transportation in Supply Chain Inbound, Outbound and shipment preparation in transportation Transportation Management
II	What is Transportation Management Techniques used in managing transportation, Transport Modalities Types of & Strategies in Transport management (supplier relationship management, Market intelligence and research on suppliers, carrier selection and review, network optimization and review process.
III	Benefits and Risks analysis of various types of Transportation. Equipment's used in transportation Transportation Management System What is Transportation Management System? Why It's Important to Have a Transportation Management System and its benefits to shippers.
IV	Quality management systems used in Transportation. Systems used in Transportation management: Master Data Management, Complete Transportation Order, Document Verification, Order and Capacity Planning, Order Consolidation, Carrier Selection, Non-Standard Order Management, Supply Chain Visibility, Proactive Shipment Monitoring, Customer Service, FPA, Tendering Process Standardization Reporting, Performance Reviews, Sustainability Managed Transportation Services , EDI and Interfacing TMS and
V	MTS Providers Socio Economic trends effecting Transportation Technology & Regulations Impact on the transport Industry Trade Barriers and International diplomacy for global transportation Increasing supply chain complexity due to demographics Omni channel business models (Full truck load, Less than truck load) Future of transportation Future and Growth of Transportation Market by 2020 Developing competitive advantage Upcoming tools and techniques in transportation

Text & Reference Books:

1. Course Material Prepared by LSC

B.Com. (E Commerce Operations)
III semester
Reverse Logistics for E Commerce

No.	Course	Code	Type	Hours	Credit	CIA	ES E	Marks
1	Reverse Logistics for E Commerce		DSCC	56	4	40	60	100

COURSE OBJECTIVES:

- To understand the role of Reverse Logistics in E-Commerce

COURSE OUTCOME:

The students will be able to:

- Understand the basics concepts of reverse logistics in E-Commerce
- Understand the process involved in reverse logistics.
- Explain the prospects and systems used in reverse logistics
- Understand value creation using reverse logistics

Unit	Topics
I	Introduction What is Reverse Logistics & its importance in Ecommerce? Reverse Logistics challenges for ecommerce Trends in Reverse Logistics, Implementing the right reverse logistics strategy?, Types of returns in reverse logistics
II	Reverse Processes Forward vs. Reverse Logistic, Stages in Reverse logistics: Gatekeeping, Collection, Sorting stage, Processing stage. Challenges and barriers in Reverse Process, Tools and applications in Reverse logistic operations
III	Prospects of Reverse Logistics Shipping or redistribution system, Information system, Performance management Innovations in Reverse Logistics, Reverse Logistic Market Prospects
IV	Creating value through reverse logistics Network design and management integrating reverse logistics, General, strategic decisions, target markets, networks, products, Processes, Strategic, tactical, and operational decisions specific to Reverse logistics, Monitoring and controlling the value of reverse logistics, Maintaining partnerships using reverse logistics..
V	Technology and Reverse Logistics New Technology Trends in Reverse Logistics, Digital Transformation in Reverse Logistics AI for Reverse Logistics

Text & Reference Books:

1. Course Material Prepared by LSC

B.Com. (E Commerce Operations)

III semester

Last Mile Operations

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Last Mile Operations		DSCC	56	4	40	60	100

COURSE OBJECTIVES:

- To understand Last Mile Operations in E-Commerce

COURSE OUTCOME:

The students will be able to:

- Understand the basics concept of Last mile logistics in E-Commerce
- Understand the processes involved in Last mile logistics
- Understand various metrics and customer services processes to be followed in last mile logistics
- Explain the prospects of last mile logistics.

Unit	Topics
I	Introduction What is Last Mile in Ecommerce? Importance of Last Mile in the supply chain, Last Mile Delivery challenges for ecommerce, Trends in Last Mile delivery, Route optimization in Last Mile operations
II	Last Mile Processes Delivery Process & its challenges, Reverse pickup process in Last mile operations, Challenges in Reverse Pickup process, Tools and applications in Last Mile operations, Considerations for effective last mile logistics strategy
III	Metrics 3.1 Metrics to measure in last file 3.2 Automation and technology driving metrics.
IV	Customer service Customer service and its importance, Good and bad customer service (Dos and Don'ts of customer service) Relationship between metrics and customer service.
V	Prospects of Last Mile Logistics- 5Hrs Innovations in Last Mile Logistics, Technology Trends in Last Mile Delivery, Last Mile Delivery Market Future Prospects

Text & Reference Books:

1. Course Material Prepared by LSC

B.Com. (E Commerce Operations)**III semester****Marketing Management**

No.	Course	Code	Type	Hours	Credit	CIA	ES E	Mark s
1	Marketing Management		OEC	45	3	40	60	100

COURSE OBJECTIVES:

- To emphasize the importance of the marketing function in an organization.
- To understand the core concepts right from deciding the segment till customer satisfaction
- To impart knowledge with respect to latest trends in Marketing, Marketing Mix, Social responsibility, and ethical issues in Marketing Global Marketing approach.

LEARNING OUTCOMES:

- Discuss the importance of macro and microenvironment in the company's marketing function.
- Differentiate the consumer and institutional buyer behaviour.
- Define the target segments for the product
- Justify the importance of products, branding, and new product development.
- Understand the importance of Channel of distribution.

Unit	Topics
I	Marketing Meaning and concepts of Marketing, Sales Concept, Marketing concept, Social Marketing concepts, Societal Marketing concept, Marketing Mix, 4 Ps of Marketing, Marketing Environment in India.
II	Consumer Behaviour & Market Segmentation 1. Consumer Behaviour – Factors influencing buying behaviour – consumer buying decision process – Buying motives - influences. 2. Market segmentation – criteria - Bases of segmentation – benefits. Marketing research process: Defining research problem, research objective research techniques
III	Product Planning & Development and Pricing 1. Product Planning & Development -Definition, Classification of Product, Stages of Product Life Cycle (PLC) and Factors affecting PLC.-Product Planning – Genesis and Importance of Product Planning in Marketing. -Product Development: Meaning, Principle of Product Development, Stages of New Product Development and Factors affecting development of New Products. 2. Pricing- Meaning, Objectives, Price Policies and Strategies and Methods of fixing prices.
IV	Distribution Channel and Promotion 1. Distribution Channel- meaning, Types of Distribution channel- Direct & Indirect. Role of intermediaries and distribution channel management. Channel Management Decisions, Returns Management and Reverse Logistics. 2. Promotion – elements of promotion mix- Advertising, sales promotion, personal selling and sales management. Public and customer relations, direct and online marketing, multilevel marketing- the new marketing model.
V	Promotion & Marketing and Society 1. An overview. Advertising, sales promotion, personal selling and sales management. Public and customer relations, direct and online marketing, multilevel marketing- the new marketing model. 2. Marketing and Society- Social responsibility and ethical issues in marketing. Global marketing program. The old and new economies. Demand side marketing. Legal issues in marketing. marketing skills, Brand marketing skills, CRM. Marketing in Indian Context. Marketing in 21st Century

Textbooks & Suggested Readings

1. N. Rajan Nair, Marketing Management, Sultan Chand & Sons.
2. Ramasamy V.S. and Namakumary S, Handbook of Marketing Management, Macmillan.
3. Rajagopal, Marketing Management, Vikas Publishing House Pvt. Ltd.,
4. S. Jayachandran, Marketing Management, Excel Books.
5. Rajan Saxena,

B.Com. (E Commerce Operations)**III semester
Cost Accounting**

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Cost Accounting		SEC	30	2	20	30	50

COURSE OBJECTIVES:

- To make students understand the various costing techniques applied in different industries to ascertain the cost of products and services

LEARNING OUTCOMES:

- Student will be able to apply costing techniques in different types of industries.
- Student will be able to apply costing techniques in business decisions.
- Understand and use the basic concepts of costing and costing systems in their professional life.
- Integrate cost accounting with financial accounting for management decision making.

Unit	Topics
I	Introduction to Costing Methods: Meaning, Importance and Categories, Cost accounting Standards- Generally , Accepted Cost Accounting Principles (GACAP)- Purpose, Objective and Applicability.
II	Contract costing: Introduction- Contract account, Profit on incomplete contracts, work in progress, Contractee's , Accounts, Escalation clause. Process costing: Introduction, Distinction between Job costing, and process costing, process losses, inter-process profits, Joint products and by-products- Meaning, features, differences, problems on process accounts including joint and by products.
III	Standard Costing and Variance Analysis: Meaning of Standard Cost- Relevance of Standard Cost for Variance, Analysis – Significance of Variance Analysis – Computation of Standard Costs for Materials, Labour and Overhead Variances- Comparison between Budgeting and Standard Costing – Variance reporting- Responsibility, Accounting – Meaning and Objects – types of Responsibility Centers- Management Reporting.
IV	Activity based costing (ABC); Definition, Features, Advantages, Differences between ABC and traditional costing, Allocation of overheads; Objectives of ABC, Development of ABC, Implementation of ABC, Problems on Computation of Activity Based Costing and Traditional Costing
V	Marginal Costing and Cost-Volume-Profit (CVP) analysis: meaning, concept - assumptions and practical, applications of Break-even analysis – decisions regarding sales mix - make or buy - limiting factor – export decision - plant merger - shut down of a product line- Du Pont Analysis.

Text & Reference Books:

1. Cost Accounting: N.K. Prasad
2. Practical Costing: Khanna, Pandey & Ahuja
3. Cost Accounting: M.L. Agarwal
4. Cost Accounting: Jain & Narang

**B.Com. (E Commerce Operations)
IV semester**

B.Com. (E Commerce Operations)**IV semester****Hub & Line Operations**

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Hub & Line Operations		DSCC	56	4	40	60	100

COURSE OBJECTIVES:

- To understand the concepts of Hub & Line Operations

COURSE OUTCOME:

- Understand the basics of Hub and line operations in Ecommerce
- Understand inbound and outbound logistics
- Explain in detail all the machines and equipment used in hub operations.
- Explain the prospects of line haul logistics

Unit	Topics
I	Introduction What is Hub and line Logistics in Ecommerce? Importance of line haul Logistics in Ecommerce, Line haul challenges for ecommerce, Trends in Line haul Logistics, How to optimize a Line Haul or Line Haul Network? What are the results of optimizing a Line Haul or Line
II	Haul Network? Inbound Logistics What is Inbound Logistics? Objectives of Inbound Logistic , Steps in Inbound Process Role of Inbound Supply chain Management in ecommerce
III	logistics Outbound Logistics What is Outbound Logistics? Objectives of Outbound Logistics Steps in Outbound process What are the Differences Between Inbound and Outbound Logistics? Tools Utilized by Both Inbound and Outbound
IV	Logistics Machines & Equipment Introduction to the machines & equipment used, Types of sorters, Types of equipment to handle Equipment and machine handling
V	Compliance Prospects of Line haul Logistics Innovations in Line Haul Logistics, New Technology Trends in Line Haul Logistics, Future Automated Line Haul Processes Line Haul Market Prospects

Text & Reference Books:

1. Course Material Prepared by LSC

B.Com. (E Commerce Operations)**IV semester****E Commerce Customer Service**

No.	Course	Code	Type	Hours	Credits	CIA	SEE	Marks
1	E Commerce Customer Service		DSCC	56	4	40	60	100

COURSE OBJECTIVES:

- To understand the concept of customer service in E-Commerce

COURSE OUTCOME:

The students will be able to:

- Understand how to create customer centric organization
- Understand how to communicate effectively with customers
- Explain the strategies used in servicing customers
- Understand customer encounters and tools used in customerservice.

Unit	Topics
I	Creating the Customer- Centric Organization Championing Customer Service In-Focused or Customer-Focused: Where Do You Stand? Building a Winning Service Strategy, Better Service through Surveys: Questionnaires, Focus Groups, and Interviews
II	Communicating Effectively with Customers Developing Active Listening Skills, Speaking in the Positive: Words and Tone of Voice Body Language: Yours and Theirs, Sending a Message Through Physical Surroundings Improving Verbal communication, Understanding Your Customer's Communication Style
III	Customer Service Strategies Anticipating Needs - The Key to Your Customer's Heart, Ten Principles to Keep Your Clients Happy and Loyal!, Exceeding Your Clients' Expectations, The Value of Customer Service Training for Your Staff, 7 Ways to Make Your Customers Feel Important Recovering from Customer Service Blunders, Five Customer Service Commandments When It is Time to Fire a Customer
IV	Managing the Customer Encounter Showing Customers That You Value Their Business, Understanding Customer Behaviour and Creating Positive Outcomes, Asking the Right Questions, Dealing Effectively with Customer Hand-Offs, Making the Customer's Problem Your Problem Telling the Customer "No" Closing the Customer Encounter Following Through with the Customer
V	Customer Service Tools The Client Needs Analysis (CNA), The Customer Service Survey & Analysis

Text & Reference Books:

1. Course Material Prepared by LSC

B.Com. (E Commerce Operations)**IV semester****Outsourcing in E Commerce**

No.	Course	Code	Type	Hours	Credits	CIA	ESE	Marks
1	Outsourcing in E Commerce		DSCC	56	4	40	60	100

COURSE OBJECTIVES:

- To understand the role of Outsourcing in E-Commerce

COURSE OUTCOME:

The students will be able to:

- Understand how outsourcing works in E-Commerce
- Understand how to outsource strategic assessments
- Understand how to outsource Risk Management
- Future of E-Commerce Outsourcing

Unit	Topic
I	Introduction-- What is Outsourcing? Why do companies outsource? When to Outsource? How to implement outsourcing? Problems with outsourcing
II	Ecommerce Outsourcing- What is Ecommerce Outsourcing? How do Ecommerce Outsourcing help Business? The Big Benefits of Outsourcing Your e-Commerce Best countries for Ecommerce Outsourcing and why? Outsourcing Strategic Assessment
III	Business Value Assessment Operational Assessment Financial Assessment Risk Assessment Integrating the four risk elements Outsourcing Risk Management Hidden Cost of Outsourcing Models of Outsourcing What risk are there with outsourcing?
IV	Techniques and tools to assess risk Future Will outsourcing continue to grow in the years to come?
V	Future outsourcing trends Future of outsourcing in India

Text & Reference Books:

1. Course Material Prepared by LSC

B.Com. (E Commerce Operations)
IV semester
Fulfillment Operations

No.	Course	Code	Type	Hours	Credits	CIA	ESE	Marks
1	Fulfillment Operations		DSCC	56	4	40	60	100

COURSE OBJECTIVES:

- To understand the role of Fulfillment operations in E-Commerce

LEARNING OUTCOMES:

The students will be able to:

- Understand the basics concepts of fulfillment operations in E-Commerce
- Understand the various operational models in fulfillment
- Explain the relationship between logistics and fulfillment services
- Understand the role of technology in fulfillment

Unit	Topics
I	Introduction to fulfillment operations What is Fulfillment?, Understanding E Commerce Fulfillment Logistics Organization Forms in E-Commerce, Characteristics of Fulfillment Service
II	Fulfillment Models Fulfillment offered as a key service, Fulfillment offered by sales platforms, Fulfillment offered by logistics service providers, Fulfillment offered by other market players
III	Logistics and Fulfillment Services Key Drivers, Warehousing Aspects, Freight Transit, Packaging
IV	Technology in fulfilment Fulfilment Processes & platforms, E-Fulfilment and Customer retention strategies
V	Prospectus in Fulfilment Fulfilment of Bundled Orders using technology, Mini Fulfilment via tech

Text & Reference Books:

1. Course Material Prepared by LSC

B.Com. (E Commerce Operations)**IV semester****Packaging for E Commerce**

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
1	Packaging for E Commerce		DSCC	56	4	40	60	100

COURSE OBJECTIVES:

- To understand the concept of packaging E-Commerce

COURSE OUTCOME

The students will be able to:

- Understand the concept of packaging in E-Commerce
- Understand the types and functions of packaging
- Understand the concept of brand equity
- Explain the packaging journey.

Unit	Topics
I	Introduction to packaging Brief Introduction, Definition of Key Terms, What is Packaging, The origins of packaging, Packaging and the Modern Industrial Society, The Modern Packaging Industry
II	Types and Functions of Packaging Types of Packaging, Packaging Materials, The Functions of Packaging
III	Understanding the Brand What is a Brand?, Elements that make up a Brand, Is there a difference between a Brand, a Product and a company?, Brand History, The marketing matrix, The basic brand development process, Guidelines for good brand management
IV	The Concept of Brand Equity Motivations for Brand Equity, Rationale for Studying Brand Equity, Customer-based brand equity, Brand Knowledge, Guidelines for Managing Customer-Based Equity, Complementary Approaches to Measuring Customer-Based Equity
V	Asset Dimensions of Brand Equity A five assets model of brand equity (Benefits of customer-based brand equity) The Packaging Journey in E-Commerce, The journey, Consumer research, Order, Inbound logistics, Preparation of orders, Picking, Sorting, Packing, Shipment preparations, Outbound logistics, Order delivery and receipt, Returns

Text & Reference Books:

1. Course Material Prepared by LSC

B.Com. (E Commerce Operations)**IV semester****Management Accounting**

No.	Course	Code	Type	Hours	Credit	CIA	ESE	Marks
6	Management Accounting		OEC	45	3	40	60	100
7	India and Indian Constitution		AECC	45	3	40	60	100

COURSE OBJECTIVES:

- To enable the students to understand the concept and relevance of management Accounting
- To provide the students an understanding about the use of accounting and costing data for planning, control and decision taking
- To make students understand the various costing techniques applied in different industries to ascertain the cost of products and services

LEARNING OUTCOMES:

- The student will be able to understand the importance of management accounting as a key input for managerial/ financial decision making. The students will be able to take financial decisions using tools of management accounting.
- Students will be able to apply the Basic knowledge of Management and cost accounting in the real-life situation
- This subject will enable them to enhance their ability and professional skills

Unit	Topics
I	Management Accounting – Nature and Scope – Difference between Cost Accounting, Financial Accounting and Management accounting – Recent Trends in Management Reporting.
II	Analysis and Interpretation of financial Statement: - Meaning- Types and Methods of Financial Analysis – Comparative statements – Trend Analysis – Common size statements (a general discussion only). Ratio Analysis: -Meaning –Nature – uses and limitations of Ratios –liquidity, profitability, Turnover, Solvency, Leverage, Market test ratios – Constructions of Financial Statements from ratios – Judgment of financial stability through ratios
III	Fund Flow Statements: Meaning and concept of fund – Current and Non- Current Accounts – Flow of Fund –Preparation of Fund flow statements – uses and significance Cash Flow Statement: Difference between fund flow statement and cash flow statements – Preparation of cash flow statements as per AS-3 Norms – Direct and Indirect methods.
IV	Budget and Budgetary Control: Meaning, - establishing a system of Budgetary Control – Preparation of Sales - Production - Cash Budget - Fixed and Flexible budgets, Master budget - Zero based budgeting (ZBB)-Performance budgeting
V	Cost flow statement: Meaning, Definition, Uses and Limitations-Differences between funds flow statement and cash flow statement-Preparation of Cash flow statement (AS-7): Direct method and Indirect Method.

Text & Reference Books:

1. Dr. S.N. Maheswari: Management Accounting
2. Made Gowda: Management Accounting
3. Dr. S.N. Goyal and Manmohan: Management Accounting
4. B.S. Raman: Management Accounting
5. R.S.N. Pillai and Bagavathi: Management Accounting
6. Foster: Financial Statement Analysis, Pearson Education.
7. PN Reddy & Appanaiah: Essentials of Management Accounting.

REVENUE MANAGEMENT & PRICING

Semester V	Course Type Domain	Code LEA2001	Hours 60	Credits 2	Version 2021-22
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COURSE OBJECTIVES:

- To understand the concepts of Revenue management and pricing

COURSE OUTCOME:

- The students will be able to:
- Understand the basics of Revenue and Risk management in Ecommerce
- Understand the revenue management techniques
- Explain how pricing is done in Ecommerce logistics
- Understand the emerging issues in revenue and price management

Unit	Topics
I	Introduction What is Revenue Management? What is Pricing?, Difference between Revenue Management and Pricing, Role of Revenue Management in the Supply Chain
II	Revenue Management Techniques Sale or Promotional Pricing Price Matching Markdowns Unlimited use pricing Overbooking Bundling and unbundling Free as a price Customer Reward
III	Programs Pricing Overview a. Types of Pricing Cost based pricing b. Market based pricing c. Value based pricing d. Customer based pricing e. Location based pricing f. Auction based pricing
IV	Pricing Strategies Pricing and Revenue Management in Supply chain Conditions under which Revenue Management has the greatest effect; Revenue Management for multiple customer segments; Revenue Management for perishable assets; Revenue Management for Seasonal Demand; Revenue Management for bulk and spot customers
V	Emerging Issues in Revenue Management - The impact of Financial Reporting on Revenue Management The Future of Revenue Management Trends and Directions

Text & Reference Books: Course Material Prepared by LSC

PRINCIPLES OF CATALOGUING

Semester V	Course Type Domain	Code LEA2002	Hours 60	Credits 2	Version 2021-22
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COURSE OBJECTIVES:

- To understand the concept of Cataloguing in E-Commerce

COURSE OUTCOME:

- The students will be able to:
- Understand the principles of Cataloguing
 - Understand rules and authorities in Cataloguing
 - Explain the technology infrastructure required for Cataloguing
 - Understand different compliances in Cataloguing

Unit	Topics
I	Principles of Cataloguing Different principles used in cataloguing, International Cataloguing Principles, Skills used in cataloguing, Building a Catalog Team, Strategies used in cataloguing
II	Rules and Authorities Rules and Authorities, Regulatory authority and guidelines for cataloguing, Responsibilities of cataloguing authority, Rules for product cataloguing, Rules for Price Cataloguing, Interdepartmental Communication regarding cataloguing
III	Information Technology Infrastructure Role of information analysis, Hardware and Software, Information Technology Security
IV	MIS in Cataloguing Databases and Storage ,Shelf life of product data, Expiry of data
V	Compliances in Cataloguing Digital Repository, Cataloguing digital content as per job roles, Cataloguing digital content as per business verticals, Content Management system

Text & Reference Books:

1. Course Material Prepared by LSC

DOCUMENTATION FOR EXPORT AND IMPORT

Semester V	Course Type Domain	Code LEA2003	Hours 60	Credits 2	Version 2021-22
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LEARNING OUTCOMES:

COURSE OBJECTIVES:

- To familiarize the student with the basic concept of formalities for export trade, and the documentation process required for import and export.

- Recognize the impact of information and communication technologies, especially of the internet in business operations.
- Recognize the fundamental principles of eBusiness and eCommerce.
- Explain the security protocols and the issues in internet security.

Unit	Topics
I	Introduction to Export and Import 12 Hrs Basics of Exports - Classification of goods - Preparation for Exports - Methods of Exporting - Export Marketing Organizations - Functions - Registration formalities IEC Number - Procedure of obtaining IEC Number - RCMC (Registration Cum Membership Certificate) –Export Credit Guarantee Council (ECGC) - Application for import and export of restricted items.

II	Documentation Framework and Contracts 15 Hrs Aligned Documentation System: Commercial Documents - Auxiliary Commercial Documents - Regulatory Documents - Documents related to goods - Documents related to Shipment - Documents related to Payments - Documents related to Inspection - Documents related to Excisable Goods - Types of Contracts - Export Contracts.
III	Payments and Finance 15 Hrs Factors – Methods of receiving Payment - Instruments of Payments-Letter of Credit Pre-shipment Finance - Post-shipment Finance - Post-shipment Credit in Foreign Currency - Negotiation of documents with bank - CENVAT - Duty Draw back
IV	Quality Control and Clearance of Cargo 15Hrs Objective of Quality Control - Methods - Procedure for Pre-shipment Inspection - Role of Clearing and Forwarding Agents – Role of Inspection Agents-Clearance of Cargo Central Excise Clearance Procedure - Central Excise Clearance Option - Shipment of Export Cargo.
V	Customs Clearance, Risk and Insurance Policy 15 Hrs Customs Clearance of Export Cargo - Customs Clearance of Import Cargo - Risk: Types - Types of cover issued by ECGC - Cargo Insurance. Processing of an export order - Major laws governing export contract.

Text & Reference Books:

1. RAMA, GOPAL C. (2008) Export Import Procedures Documentation and Logistics. New Age International Publishers: New Delhi.
2. KHUSHPAT, S. J. (2013) Export Import Procedures and Documentation. Himalaya Publishing House: New Delhi.
3. PAWAN, KUMAR (2001) Export of India's Major Products Problems and Prospects. New Century Publications: New Delhi.
4. KAPOOR, D. C. (2002) Export Management. Vikas Publications: New Delhi.
5. CHERUNILAM, F. (2004) International Trade and Export Management. Himalaya Publications: New Delhi.

Websites:

1. www.cbec.gov.in/customs/cs-act/cs-act-idx.htm (Central Board of Excise and Customs - Customs Act, 1962, Customs Tariff Act – 1975, Other Acts)
2. www.epckkenya.org/ (Export Promotion Council)
3. commerce.nic.in/MOC/index.asp (Ministry of Commerce and Industry)
4. www.dgft.gov.in/ (Directorate General of Foreign Trade)

APPRENTICESHIP I

Semester V	Course Type Domain	Code LEC2026	Hours 1008	Credits 22	Version 2021-22
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The students would be on boarded in Logistics Processes of companies by the Logistics Sector Skill Council for Apprenticeship Training. The duration of Apprenticeship Training is 6 months. During Apprenticeship Training students would be assigned on-the-job-training by companies. Being a legal engagement, students would receive a monthly stipend during Apprenticeship Training as per the existing norms.

On completion of the Apprenticeship Training, students shall submit Apprenticeship Report in the form of Work Diary to the Collaborating Institutions. The Report would be evaluated and Viva conducted by the Collaborating Institution.

REGULATORY ENVIRONMENT OF E COMMERCE

Semester
VI

Course Type
Domain

Code
LEA2003

Hours
60

Credits
2

Version
2021-22

COURSE OBJECTIVES:

- To understand the Regulatory Environment in E-Commerce

LEARNING OUTCOMES:

- The students will be able to:
- Understand the regulatory environment in E-Commerce
 - Understand legal issues and challenges in E-Commerce
 - Explain the investment and regulations in E-Commerce
 - Understand payment mechanism and taxation

Unit	Topics
I	<p>Introduction: Introduction, Business Models facilitated by e-commerce ,Need for regulation of e-commerce in India, Legal validity of Ecommerce Transaction in India, Legislation on Ecommerce in India</p>
II	<p>Legal Issues and challenges faced by Ecommerce Businesses Privacy, Intellectual Property, Free Speech, Taxation, Computer Crimes, Consumer Protection Other legal Issues</p>
III	<p>Investment and regulations in the Ecommerce space in India What constitute Ecommerce under the FDI Policy, Guidelines for FDI on Ecommerce, Recent Developments</p>
IV	<p>Payment Mechanism for Ecommerce What is Ecommerce payment systems?, Advantages of ecommerce system, Types of Payment Methods in ecommerce Taxation of Ecommerce</p>
V	<p>Transaction- Development in India and subsequent taxation of Ecommerce, Issues and Problems in Taxing Ecommerce Transactions, Current and Future trends in Ecommerce</p>

Text & Reference Books:

1. Course Material Prepared by LSC

INTERNATIONAL E COMMERCE

Semester VI	Course Type Domain	Code LEA2004	Hours 60	Credits 2	Version 2021-22
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COURSE OBJECTIVES:

- To understand the aspects of International E Commerce

COURSE OUTCOME:

The students will be able to:

- Understand the Importance of international E-Commerce
- Understand Cross border E-commerce in detail
- Explain the import and export procedures in India
- Understand the cross-border markets, regulations.
- Understand the future of cross-border In India.

Unit	Topics
I	Introduction: What is International Ecommerce? Importance of International commerce Advantages of International Ecommerce Challenges of International Ecommerce What are the risks of International Ecommerce?
II	Cross Border Ecommerce Why Online Sellers Should Expand Internationally? When is a company ready to sell abroad? How should a company determine market entry strategy? How to identify market opportunities and create a sell forecast?
III	Export and Import in India Export and Import procedure, Commercial Invoice, Air Waybills- Bill of Lading- Bill of Exchange Certificate of Origin Packing List Letter of Credit Steps Involved in the Processing of an Export Order- Import taxes and duties
IV	Cross-border markets and common governance Benefits of cross border markets; international legislation in e-commerce, international e-commerce strategy; impact of e-commerce on international trade;
V	Future of Cross Border Ecommerce Emerging Trends in Cross Border E-commerce that Define the Future of Retail; Why Is Cross-Border E-Commerce the Future Of E-Commerce Industry? Why Cross-Border E-Commerce Will Be Crucial to the Future of Manufacturing

Text & Reference Books:

1. Course Material Prepared by LSC

MULTI-MODAL TRANSPORTATION

Semester VI	Course Type Domain	Code LEA2006	Hours 60	Credits 2	Version 2021-22
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COURSE OBJECTIVES:

- Introduce Multi-modal and Intermodal Transport concepts.
- Explain Regulatory framework and policies for Multi-modal transportation.
- Describe Indian Railways' initiatives to promote Multimodal Logistics in India.
- Overview evolution of infrastructure facilitating Multi-modal Logistics in India.

LEARNING OUTCOMES:

- After completing this Course, the student will have the following learnings:
- The importance and role played by Multi-modal transport in the efficient and cost-effective movement of cargo
 - Types of multi-modal movement and the role of containerisation for security and speed
 - The provisions and procedures for Exim trade and INCOTERMS
 - Indian Government's policies and vision R for development of seamless multi-modal transport.

Unit	Topics
I	Transportation Systems & Multi modal Transport – Concept of Multi modal & Intermodal Transport – introduction to Multi modal transport, the difference between Multi modal and Intermodal transport-Type of transport Modes – detail and characteristics of air, road, rail, water, pipelines, package carriers-Need, Aim and Key Issues of Multimodal transport.
II	How to organise Multi modal transport- Role of Containerisation in MMT- history, utility, types, ease of handling, cost saving-Types of Multi modal transport – combined container transport, rolling Road & forwarding of trailers, RORO & LASH transportation-National Multi modal Transport Committee (NMTC) and Logistics Policy of India – key features and importance
III	Multi modal Transportation Act & Procedures- MMTG Act of 1993-Custom procedures for Export & Import - Bill Of Lading – Hague Rules, Visby Rules, Hamburg Rules, Voyage by Sea-INCOTERMS – meaning, explanation, list, and types
IV	MMT and Indian Railways- PFT Policy – maintenance of rolling stock, cargo handling, customs, etc-Warehousing Policy – stuffing, de-stuffing, stacking, use of MHE, etc-Layout and design of Multi modal Logistics parks
V	Multi modal transport & Practice Today- India's growing conflict between Trade & transport – issues, policy, problems & pricing-Integrated Transport – Bharatmala, Sagarmala, IWT, DFC, the concept of ICP (International Check Posts-Scenario in India and neighbouring countries with a case study

TEXT BOOKS

1 Course Material Prepared by LSC

APPRENTICESHIP II

Semester VI	Course Type Domain	Code LEC2027	Hours 1008	Credits 22	Version 2021-22
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The students would be on boarded in Logistics Processes of companies by the Logistics Sector Skill Council for Apprenticeship Training. The duration of Apprenticeship Training is 6 months. During Apprenticeship Training students would be assigned on-the-job-training by companies. Being a legal engagement, students would receive a monthly stipend during Apprenticeship Training as per the existing norms.

On completion of the Apprenticeship Training, students shall submit Apprenticeship Report in the form of Work Diary to the Collaborating Institutions. The Report would be evaluated and Viva conducted by the Collaborating Institution.

Details of Formative assessment (IA) for DSCC theory/OEC: 40% weight age for total marks

Type of Assessment	Weight age	Duration	Commencement
Written test-1	10%	1 hr	8 th Week
Written test-2	10%	1 hr	12 th Week
Seminar	10%	10 minutes	-----
Case study / Assignment / Field work / Project work/ Activity	10%	-----	-----
Total	40% of the maximum marks allotted for the paper		

Faculty of Commerce

03 - Year B.Com. (E Commerce Operations) Programme: 2023-24

GENERAL PATTERN OF THEORY QUESTION PAPER FOR DSCC/ OEC /AECC

(60 marks for semester end Examination with 2 hrs duration)

Part-A

1. Question number 1-06 carries 2 marks each. Answer any 05 questions : 10marks

Part-B

2. Question number 07- 11 carries 05Marks each. Answer any 04 questions : 20 marks

Part-C

3. Question number 12-15 carries 10 Marks each. Answer any 03 questions : 30 marks

(Minimum 1 question from each unit and 10 marks question may have sub questions for 7+3 or 6+4 or 5+5 if necessary)

Total: 60 Marks

Note: Proportionate weightage shall be given to each unit