

P.G. Diploma in  
E - Commerce

Prospectus No.20141518

संत गाडगे बाबा अमरावती विद्यापीठ  
SANT GADGE BABA AMRAVATI UNIVERSITY

वाणिज्य विद्याशाखा  
(Faculty of Commerce)

PROSPECTUS  
OF  
POST GRADUATE DIPLOMA IN E- COMMERCE  
EXAMINATION - 2014



2013

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**SANT GADGE BABA AMRAVATI UNIVERSITY**

**SPECIAL NOTE FOR INFORMATION OF THE STUDENTS**

- (1) Notwithstanding anything to the contrary, it is notified for general information and guidance of all concerned that a person, who has passed the qualifying examination and is eligible for admission only to the corresponding next higher examination as an ex-student or an external candidate, shall be examined in accordance with the syllabus of such next higher examination in force at the time of such examination in such subjects papers or combination of papers in which students from University Departments or Colleges are to be examined by the University.
- (2) Be it known to all the students desirous to take examination/s for which this prospectus has been prescribed should, if found necessary for any other information regarding examinations etc., refer the University Ordinance Booklet the various conditions/provisions pertaining to examination as prescribed in the following Ordinances.

Ordinance No. 1	: Enrolment of Students.
Ordinance No. 2	: Admission of Students
Ordinance No. 4	: National cadet corps
Ordinance No. 6	: Examinations in General (relevent extracts)
Ordinance No. 18/2001	: An Ordinance to provide grace marks for passing in a Head of passing and Improvement of Division (Higher Class) and getting Distinction in the subject and condonation of defficiency of marks in a subject in all the faculties prescribed by the Statute No.18.
Ordinance No. 9	: Conduct of Examinations (relevent extracts)
Ordinance No. 10	: Providing for Exemptions and Compartments
Ordinance No. 19	: Admission of Candidates to Degrees.

- |                         |  |
|-------------------------|--|
| Ordinance No. 109       | : Recording of a change of name of a University student in the records of the University.  |
| Ordinance No. 6 of 2008 | : For improvement of Division/Grade.   |
| Ordinance No.19/2001    | : An Ordinance for Central Assessment Programme, Scheme of Evaluation and Moderation of answerbooks and preparation of results of the examinations, conducted by the University. |

**Dineshkumar Joshi**  
Registrar  
Sant Gadge Baba Amravati University

**PATTERN OF QUESTION PAPER ON THE UNIT SYSTEM**

The pattern of question paper as per unit system will be boradly based on the following pattern.

- (1) Syllabus has been divided into units equal to the number of question to be answered in the paper. On each unit there will be a question either a long answer type or a short answer type.
- (2) Number of question will be in accordance with the unit prescribed in the syllabi for each paper i.e. there will be one question on each unit.
- (3) For every question long answer type or short answer type there will be an alternative choice from the same unit. However, there will be no internal choice in a question.
- (4) Division of marks between long answer and short answer type question will be in the ratio of 40 and 60.
- (5) Each short answer type question shall Contain 4 to 8 short sub question with no internal choice.

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**DIRECTION**

No. 35/2010

Date : 24/6/2010

**Subject : Scheme of examination and other provisions for the examination leading to the P.G.Diploma in E-Commerce in the faculty of Commerce.**

Whereas, the Govt. of Maharashtra Ministry of Higher and Technical Education Dept. Mumbai has granted the permission to start the P.G.Diploma in E-Commerce in the affiliated colleges of the University vide its G.R. No. एनजीसी-२००९/(१६९/०९) मशि-४, दिनांक ११ जुलै, २००९.

AND

Whereas, the Academic Council has resolved to accept the Scheme of Examination, Eligibility criteria and other details provisions for the P.G.Diploma in E-Commerce in its meeting held on 20/2/2010 vide item No. 16(4) C)R-3.

AND

Whereas, the Academic Council has resolved to refer the matter to the Ordinance Committee for preparing the Ordinance/Regulation for the said P.G.Diploma course.

AND

Whereas, the Academic Council has resolved to accept the syllabi for P.G.Diploma in E-Commerce to be implemented from the academic session 2010-11.

AND

Whereas, the Scheme of Examination, Eligibility criteria and Syllabi is to be made available for the said course from the academic session 2010-11.

AND

Whereas, the admissions for the P.G. Diploma in E-commerce in the faculty of Commerce is to be made in the Academic Session 2010-11.

AND

Whereas, Examination leading to the P.G. Diploma in E-commerce in the faculty of Commerce is to be conducted in Summer-2011.

AND

Whereas, the matter of Scheme of Examination, Eligibility criteria and other detail provisions is required to be regulated by an Ordinance, and making Ordinance is time consuming process.

Now, therefore I, Dr. Kamal Singh, Vice-Chancellor, Sant Gadge Baba Amravati University, Amravati in exercise of the powers conferred upon me under section (8) of section 14 of the Maharashtra Universities Act, 1994, do hereby direct as under-

- i) This Direction may be called, "Examination leading to the P.G.Diploma in E-Commerce (One Year Course) in the faculty of Commerce, Direction, 2010.
  - ii) This direction shall come into force from the academic session 2010-11.
  - iii) The Eligibility criteria for admission, other detail provisions related to examination and scheme of examination for the P.G.Diploma in E-Commerce shall be as given below-
1. The examination shall be held annually at such places and on such dates as may be appointed by the Board of Examinations.
  2. An applicant for admission to the examination shall have :
    - (i) obtained a Bachelor's degree of this University or of any other Statutory University whose Degree is recognized as equivalent thereto by Sant Gadge Baba Amravati University; and
    - (ii) prosecuted a regular full time course of study for not less than one academic year or a regular part time course of study (extending over an academic year) in a College or Department recognized for the purpose by the University.  
Provided that the applicants may be admitted to this course on merit and in accordance with the rules of the University.
  3. Without prejudice to the other provisions of Ordinance No.6 relating to the examinations in general, the provisions of paragraphs 5,8,10,27 and 32 of the said ordinance shall apply to every collegiate candidates.

4. The duration of the course shall be of one year.
5. The fee for the examination shall be as prescribed by the University from time to time.
6. An applicant for the examination prosecuting a regular course of study to the P.G.Diploma course shall not seek admission to any other academic courses in this or any other University.
7. (i) The examination for the P.G.Diploma course shall comprise four papers of 100 marks each.  
(ii) The 100 marks shall be distributed as follows :  
(a) Theory Examination .. 80 Marks.  
(b) Practical/Sessional .. 20 Marks.
8. The Practical/Sessional marks shall be awarded by the Head of the College/Department in consultation with the teachers and shall be based on :  
(i) Terminal examination.  
(ii) Assignment, and term report shall be based on (i) above.
9. The scope of the subjects shall be as indicated in the syllabus.
10. The details scheme of examination shall be as indicated in Annexure-A.
11. An examinee who is unsuccessful at the examination shall be eligible for admission to the examination on payment of a fresh fee prescribed for the examination together with an ex-student fee shall be as per Ordinance No.12 and on compliance with the conditions of the Ordinance in force from time to time.
12. An examinee who has failed at the sessional/practical examination only shall be required to register himself afresh for doing the sessional/practical work again in the College/Department concerned in the subject or subjects in which he so failed, on payment of a fresh examination fee shall be as per Ordinance No.12. The Head of the Department/College, shall, on being satisfied about the completion of the Sessional/Practical of such a candidate, send the fresh Sessional/Practical marks to the University and these fresh Sessional/Practical marks shall be taken into consideration for computing his result at the examination.
13. Successful examinees obtaining 60% or more marks in the aggregate at the examination shall be placed in the First

- Division and those obtaining less than 60% but not less than 50% in the second division.
14. The provisions of Ordinance No.18 of 2001 shall be applicable to the examinees of this course.
  15. No persons shall be admitted to this examination if he has already passed the same examination or an equivalent examination of any other Statutory University.
  16. A successful examinee shall receive a P.G.Diploma in the prescribed form, signed by the Vice-Chancellor.

### Annexure-A.

#### Scheme of Examination P.G. Diploma in E-Commerce

Subject/ Paper	Theory/Practical/ Sessional / College Assessment	Maximum Marks	Minimum Pass Marks
Paper-I	Theory Paper Practical/Sessional/ College Assessment	80 20	32 10 } 50
Paper-II	Theory Paper Practical/Sessional/ College Assessment	80 20	32 10 } 50
Paper-III	Theory Paper Practical/Sessional/ College Assessment	80 20	32 10 } 50
Paper-IV	Theory Paper Practical/Sessional/ College Assessment	80 20	32 10 } 50

- Note: (1) Minimum marks for passing the paper as a whole including theory and practical/sessional or for passing at the sessional in a paper shall be 50%
- (2) Minimum pass marks for theory part of a paper shall be 40%
- (3) Minimum aggregate marks for passing the examination as a whole shall be 50%

Amravati.

Date: 22/6/2010

Sd/-

(Dr. Kamal Singh)  
Vice-Chancellor

**Syllabi prescribed for  
Post Graduate Diploma in E-Commerce  
Paper-I**

**COMPUTER APPLICATION IN BUSINESS**

**Objective :** The objective of this course is to provide an understanding of computer, computer operating system and applications of relevant software in managerial decision making.

**Unit-I : Fundamentals of Computer :**

Introduction, Importance of computer, Types of computer, Generation & History of computer, Hardware & Software concept, Various input & output devices, Role of softwares, system softwares.

**Unit-II : Computer Hardware :**

Computer system as a information processing system, Computer system differences- types of computer systems, hardware options- CPU, input devices, output devices, storage devices, communication devices, configuration of hardware devices & their application.

**Unit-III : Computer based Business Application :**

Word Processing (MS-Word), Working with MS word, Formatting document & text, Designing pages with columns & table, graphics, templates & mail merge.

**Unit-IV : Word Processing :**

Introduction and working with MS-Word in MS-Office, Word basic commands formatting-text and documents, sorting and tables, working with graphics, introduction to mail-merge.

**Unit-V : Spread Sheet & Presentation with Power-point :**

Working with Excel- Formatting, Functions, Chart features, Working with graphics in Excel, Using worksheets as database in accounting, Marketing, Finance & Personnel areas.

Power –point basics, creating presentations the easy way working with graphics in power point, Show time, Sound effects & animation effects.

**Books Recommended –**

1. Fundamental of Computers- V.Rajaraman (PHI)
2. Computer fundamentals- B.Ram (WE)
3. Yeals : Systems Analysis & Design- Macmillan India, New Delhi.
4. Legal Issues in electronic commerce- T. Ramappa (M)
5. Dienes, Sheila S : Microsoft office, Professional for windows 95: Instant Reference –BPP publication, Delhi.
6. Ullman, J.O. : Principles of Data Systems, Galgotia Publications, New Delhi

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**Paper-II  
E-COMMERCE**

**Objective :** The objective of this course is enable students to gain knowledge about e-commerce & its various components.

**Unit-I : Introduction to E-Commerce-**

Meaning and concept of Electronic Commerce, Significance of Electronic Commerce, Scope of E-Commerce, Functions of Electronic Commerce, Electronic Commerce Application, Advantages and disadvantages of E-Commerce, Electronic Commerce V/S Traditional Commerce, Prospectus of Electronic Commerce in India.

**Unit-II : Electronic Commerce Revolution-**

The birth of Portals, Major Modes found in E-Commerce, Matrix of E-Commerce Models, E-business Models, Business-to-Customer (B2C), Business to Business (B2B), Consumer to Consumer (C2C), Consumer to Business (C2B).

**Unit-III : Internet-**

The Internet concepts and Technologies concepts, Evaluation of Internet, Components of Internet world, Internet for business, Growth of Internet, Categories of Networks, Local Area Networks (LAN), Wide Area Networks (WAN)- Internet Functions, Internet Backbone in India, Internet Service Providers, ISP and services in India, Application Service Providers (ASPs), The Survival Model-World Wide Web.

**Unit-IV : Internet Protocols-**

Layers and Networking, Layered Architecture, OSI Model Operation, Protocol-Standard, TCP layering, UDP, IP, DNS, SLIP, and PPP, TCP/IP and OSI-Communication Path, Communication Channel Characteristics (Media, Speed and Capacity), Broad Band Technology.

**Unit-V : E-Business-**

Definition of Electronic Business, Evolution of Electronic Business Applications, Emerging Applications, Electronic Business Architecture, Electronic Business (e-b) initiatives, Problems of the E-Business, Electronic Business Implementation, Concept of E-Customer Relation Management, The Indian Scenario for Electronic Business.

**Books Recommended-**

1. Agrawal K.N. & Deeksha Agrawal : Business on the Net; What's & How's of E-Commerce- Macmillan New Delhi.
2. E-Commerce : Concepts, Models, Strategies C.S.V. Murthy, Himalaya Publishing House.
3. Electronic Commerce- By Bharat Bhaskar, Tata Mc Graw Hill Publication, New Delhi.
4. Parag Diwan & Sunil Sharma : E-Commerce-A Manager's Guide to E-Business; Excel Books, New Delhi..
5. Minoli and Minal : Web Commerce Technology Books- Tata Mc Graw Hill, New Delhi.

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**Paper-III****LEGAL SECURITY & OTHER ISSUES IN E-COMMERCE**

**Objective :** The objective of this course is to create awareness among the students about the implications of laws, regulations and security aspects on the conduct of business through e-commerce.

**Unit-I : Legal Framework-**

General-Shrink-Weap-Contracts, Law relating to online contracts, Jurisdiction of the owner Website; Domain name- Strategy of holding certain names, Legal issues, registration scheme-or scam, dispute and its resolution, Trademark, purpose rights infringement protection, dilution, registration, copyright-purpose, registration copyright VS. trademark, Trademark & domain name, Jurisdictions, Current global & Indian scenario.

**Unit-II : Legal Issues & Framework-**

Consumer privacy, Consumer protections & security, IT Act. 2000, Export & Import regulations, intellectual property right (IPR), Cryptography & security, contracts, cross-border transactions, content, consumer protection, copyright & trademark, ethical issue resolution, Taxation & accounting, Current status of implementation in India & world..

**Unit-III Security consideration-**

Copyright protection techniques, policy & procedure (SOP), encryption, security of sending & receiving messages and data, electronic sabotage, hacking vulnerabilities, viruses, Wireless security issues, Cookies, national government involvement in Internet crime & e-business security.

**Unit-IV International Agencies-**

Role of international agencies involved in addressing these issues & their future initiatives, United Nation Commission in International law (UNCITRAL) OECD,

World Trade Organisation (WTO), World Intellectual Property Organisation (WIPO).

#### **Unit-V Future Issues-**

Privacy & confidentiality, Security, Redressal, Integration of the existing systems, Human resource availability & development; Security of networks, Management of change, Multi-cultural implications, payment systems, Technology, Integration with other communication media.

#### **Books Recommended-**

1. GATT/WTO, various publications.
2. Journal of World Trade Law.
3. Lew, Julton D.M. and Clive Standbrook; International Trading-Law & Practice, Euromoney publications, London.
4. O'Brien J : Management Information Systems- Tata McGraw Hill, New Delhi.

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### **Paper-IV INTERNET & WEB DESIGNING**

**Objective:** This course aims at familiarising students with the environment conducive for web-publishing & developing programming skills thereof web-publishing.

#### **Unit - I : Introduction to WWW-**

Evolution & basic features of WWW, the concept of Web-Site & browsers, introduction to WWW servers, HTTP & concept of URL, Business applications of FTP, Types of FTP servers (including anonymous) FTP Client, Web Browsers.

#### **Unit-II : Introduction to Web-publishing-**

Web-publishing technologies, Components of a Web-Site, applications of each component in business,

Features of a smart Web-Site, Features of a smart Web-Site, Selecting host for Web-Site, maintaining a Web-Site, maintaining a Web-Site, Web-publishing tools.

#### **Using HTML for Web-designing-**

Introduction, elements of a HTML document, header elements, section headings, block-oriented elements, lists inline elements, visual mark-up, hypertext links, Uniform Resource Locators (URLs), Images forms, tables, special characters.

#### **Unit-III : Designing Web-Sites/Web Pages-**

The concept & usual components of a home page, anchor tag, hyperlinks, features of an effective home page, alternative home page design format, Head & body sections, Types and embedding of images & pictures, ordered and unordered lists, Table creation, HTML & Style Sheets. (Simple programmes in HTML language).

#### **Unit-IV : Search Engines & Interactivity Tools-**

Concepts & technology of search engines, popular search engines, registering a Web-Site on search engines, Overview of Internet security threats, Firewalls, Introduction to CGI, Active X, VB Script, Asp, JAVA script & JAVA programming.

#### **Unit-V Introduction to C-Language-**

History of C-Language, overview of "C" constants, variables & rules of variables, data types, operators & Expression, meaning of input & output operators, Decisions making & Branching- If if,.....ELSE, Nested, IF, SWITCH ? : Operator, GOTO statement. Decision making & Looping :- WHILE, DO WHILE For statements, Simple programmes on above mentioned.

#### **Books Recommended-**

1. Corner, Douglas- The Internet Book, Prentice Hall, New York.
2. Leon, Alexis & Mathews Leon, Internet for Everyone-Leon, Tech World, Chennai.



3. Xavier : World Wide Web Design with HTML, Prentice Hall, Delhi.
4. Minoli Daniel, Minole Emma, Web Commerce Technology Handbook, Tata McGraw Hill, New Delhi.
5. E.Balagurusamy- Programming in TURBOc, Tata McGraw Hill Publishing.
6. Programming in ANSI “C”-E-Balagurusamy , Yashwant Kanelkar.
7. Information Technology & its applications in Business- P.Mohan, Himalaya Publishing House, Mumbai.

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