# SYLLABUS & PROGRAMME STRUCTURE

# Skill Enhancement Course (SEC)

# Commerce

### (General)

## (Choice Based Credit System)

(Effective from the Academic Session 2017-2018)

**Third Semester**

# MAHARAJA BIR BIKRAM UNIVERSITY
## AGARTALA, TRIPURA: 799004

**TOTAL MARKS – 100**

**Objective:** To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.

## CONTENTS

### Unit I
### Introduction

Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, forces behind e-commerce.

The dynamics of World Wide Web and internet (meaning, evolution and features); theories relating to designing, building and launching e-commerce website.

Need and concepts, the e-commerce security environment: (dimension, definition and scope of e-security), Basic concepts relating to security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.), technology for solutions security and protection of servers and clients.

### Unit II
### The Information Technology Act 2000 and Cyber Crimes

IT Act 2000: Definitions, Digital signature, Electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties and adjudication, Appellate Tribunal, Offences and Cyber-crimes.

### Unit III
### E-payment System

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

### Unit IV
### On-line Business Transactions

Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like [banking, insurance, payment of utility bills, online marketing, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment]; Online shopping.

*Suggested readings:*

1. *Laudon, Kenneth C. and Carlo GuercioTraver, E-Commerce, Pearson Education.*
2. *David, Whiteley, E-commerce: Strategy, Technology and Applications, McGraw Hill Education*
3. *Bhaskar, Bharat, Electronic Commerce: Framework, Technology and Application, 4th Ed., McGraw Hill Education*
4. *Joseph, PT, E-Commerce: An Indian Perspective, PHI Learning*
5. *Bajaj, KK and Debjani Nag, E-commerce, McGraw Hill Education*
6. *Chhabra, TN, E-Commerce, DhanpatRai& Co.*
7. *Madan, Sushila, E-Commerce, Taxmann*
8. *Chhabra, T.N., Hem Chand Jain, and Aruna Jain, An Introduction to HTML, DhanpatRai& Co.*

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5. Holt, David H. *Entrepreneurship: New Venture Creation*, Prentice-Hall of India, New Delhi.
6. Plsek, Paul E. *Creativity, Innovation and Quality*, (Eastern Economic Edition), New Delhi: Prentice-Hall of India, ISBN-81-203-1690-8.
7. Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.
8. Khanka, S.S., *Entrepreneurial Development,* S. Chand & Co, New Delhi.
9. K Ramachandran, *Entrepreneurship Development,* McGraw-Hill Education
10. SIDBI Reports on Small Scale Industries Sector.

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## SEC: General Information:

- Skill Enhancement Course (SEC) is an integral component of both Honours and General Programmes across the Streams under UGC CBCS  UG  Syllabi.
- SEC-1 of each Subject will consist of diverse topics/themes the Earlier Semesters and similarly SEC-2 of each Subject will consist of diverse topics/themes related to the Later Semesters.
- Topics/Themes must be incorporated in each of two Syllabi of SEC meant for Project & Assignments corresponding to CBCS Honours & General/Pass Programmes. PROJECTS & Assignments should be guided in such a way that all Projects/Assignments are prepared by students on different titles & aspects/dimensions of topics/themes/issues incorporated in University approved SEC Syllabi.
- SEC will represent a well mentored and self prepared Project work in written form  by a student on respective Syllabi or 5 Assignments in terms of systematic answers in written form against a broad type of question/query carrying 20 marks each applicable  across all Streams & Programmes. In case of Science Faculty, Assignments may be on Practical issues/topics/experiments.

## SEC: Distribution across Streams & Programmes :

- One Paper of SEC finds its place in each of Third and Fourth Semesters under **Honours Curricula across the Arts/Science/ Commerce Streams** comprising altogether two Papers. In this case SEC must relate to the Honours Subjects only.
- One Paper of SEC finds its place in each of Third to Sixth Semesters under **Arts General Programmes** comprising altogether four papers. Two Papers of SEC will be associated with first Elective Subject and two Papers of SEC will be associated with second Elective Subject ( as per sequence of filling up Elective Subjects in the admission forms or  preference of the candidate submitted otherwise ) in case of Arts (General)Programmes. Across the Third to Sixth Semesters a candidate will take SEC in the sequence : SEC( First Elective, First Paper) or  SEC-11, SEC (Second Elective, First Paper) or SEC-21, SEC( First Elective, Second Paper) or  SEC-12 &  SEC (Second Elective, Second  Paper) or  SEC-22 respectively.
- For **Science (General) Programme** 4 Papers of SEC will be tagged with at least two out of three Electives and the highest number of SEC Papers under a given Elective must not be more than two.
- The Commerce Department will conduct the SEC in the relevant themes/ topics/issues related to the respective SEC Syllabi: 2 Papers for Honours & 4 Papers for **Commerce (General) Programmes** structurally distributed as like as Arts.

- Same sub topic/theme cannot be opted by a given candidate/student in preparation of Project/ Assignments at different Semesters under SEC .

## SEC: Assessment of Project/Assignments :

- Assessment of SEC will be made on Evaluation of the Written Form of Project Work consisting of 80 marks and Oral Interaction /Feedback with the students on Project / Theme consisting of 20 marks.
- A Project must consist of the following 6 Chapters:
  1. Introduction,
  2. Basic Concepts,
  3. Main Analysis on the selected Theme/ Theory,
  4. Supplementary or Complimentary Analysis to the Main Theme/Theory,
  5. Self Study Report & Conclusion ,
  6. List of References of Books & Other Materials.
- The Project & Assignment will follow the University approved Syllabi materials on Subject & Paper specific topics/themes/issues.
- The Project must consist of all the basic features including Cover Page, Preface, Certification by Guide and Contents etc. apart from Chapterisation.
- The word limits of a Project will be in between 2500 to 3500 and the word limits of an Assignment will be in between 400 to 500.
- 80 Marks on written form of Projects will be assessed as per the following format:

| Assessment Profile of a Project | | |
|---|---|---|
| **Sl. No.** | **Assessment Aspects** | **Assigned Marks** |
| 01 | Nature of Project Theme & Chapterisation | 20 |
| 02 | Topical  Coverage & Consistency of Analysis. | 20 |
| 03 | Way of Presentation & Technical Elements | 20 |
| 04 | Academic Quality & Excellence. | 20 |
| | | |
| | Marks  on Project  Presentation: | 80 |
| | Marks on Oral Feedback : | 20 |
| | Total Marks on Project : | 100 |

- Both the evaluated/ assessed Projects and bunch of Assignments will remain under the custody of the related Departments and the University may ask for the despatch of the Projects or bunch of Assignments as & when necessitated.
- The total marks on Projects or Assignments will have to be transmitted by the College to the University on or before the stipulated date.
- This is a general guideline. The respective department(s) may incorporate or modify as department(s) deem fit.