

AC 29-04-22



**R.A Podar College**  
**Of**  
**Commerce and Economics**  
**(Autonomous)**  
**Matunga, Mumbai**  
**Syllabus**  
**For**  
**Post Graduate Programme**  
**M.Com. (International Business)**  
**Semester I & II**

CHOICE BASED CREDIT AND GRADING SYSTEM (CBCGS)  
**With effect from the academic year 2022-23**

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**M.Com**  
**(International Business)**  
*Under Choice Based Credit, Grading and Semester System*  
**Course Structure**

**M.Com I**

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
	<b>Core Courses (CC)</b>			<b>Core Courses (CC)</b>	
1	International Business Management	06	1	Economics for Managers	06
2	Business Ethics	06	2	International Finance	06
	<b>Discipline Specific Courses</b>			<b>Discipline Specific Courses</b>	
3	Cross Culture Management	06	3	E- commerce	06
	<b>Ability Enhancement Compulsory Courses (AECC)</b>			<b>Ability Enhancement Compulsory Courses (AECC)</b>	
4	Statistical Tools and Techniques for Research	06	4	Research Methodology for Business	06
	<b>Total Credits</b>	<b>24</b>		<b>Total Credits</b>	<b>24</b>

**M.Com II**

No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits
	<b>Core Courses (CC)</b>			<b>Core Courses (CC)</b>	
1	CRM and Relationship Management	06	1	International Marketing	06
2	Financial Accounting & Analysis	06	2	Supply chain Design and Management	06
	<b>Elective Courses (EC)</b>			<b>Elective Courses (EC)</b>	
3	*Any one courses from the following list of the courses A. Foreign Trade Management B. Introduction to Business analytics C. HR Analytics	06	3	**Any one courses from the following list of the courses A. Organizational Behavior B. Corporate Finance C. Python For Data Science – Lab course	06
4	Project Work - I	06	4	Project Work - II	06
	<b>Total Credits</b>	<b>24</b>		<b>Total Credits</b>	<b>24</b>

□ **Note:** Project work is considered as a special course involving application of knowledge in solving/ analyzing/ exploring a real life situation/ difficult problem. Project work would be of 06 credits. A project work may be undertaken in any area of Elective Courses

**Semester I  
Core Courses (CC)**

**1. International Business Management**

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to International Business	15
2	International Business Environment and International institution	15
3	International Financial Environment	15
4	Emerging Issues in International Business Environment	15
<b>Total</b>		<b>60</b>

**Objectives**

SN	Objectives
1	To familiarize the students with the concepts, functions and practices of international business.
2	To enable them get global perspective on issues related to business

SN	Modules/ Units
<b>1</b>	<b>Introduction to International Business and International Institutions</b>
	Importance, Nature and Scope of International Business; Modes of Entry into International Business, EPRG Framework, Internationalization Process. Globalisation: Meaning, Implications, Globalisation as a Driver of International Business. The Multinational Corporations (MNCs) – Evolution, Features and Dynamics of the Global Enterprises. Consequences of Economic Globalisation, Reverse Globalisation. WTO, IMF, World Bank, UNCTAD.
<b>2</b>	<b>International Business Environment and emerging issues</b>
	Political Economy of International Business, Economic and Political Systems, Legal Environment, Cultural Environment, Technological Environment. Growing Concern for Ecology, Digitalisation; Outsourcing and Global Value Chains. Labour and Other Environmental Issues, Impact of Pandemic COVID-19 on International Trade.
<b>3</b>	<b>International Financial Environment</b>
	Foreign Investments - Pattern, Structure and Effects. Theories of Foreign Direct Investment, Traditional and Modern Theories of FDI, Modes of FDI - Greenfield, Brownfield Investments, Mergers and Acquisitions, Motives of FDI, FDI Contrasted with FPI. Basics of Forex Market.
<b>4</b>	<b>International Trade concepts and trends in international trade of India</b>

Concept and Significance of Balance of Payments, Current and Capital Account Components. Introduction to the Basic Concept of IFRS. India's Balance of Payment and Balance of Trade Institutes supporting Foreign Trade: DGFT, EXIM Bank, ECGC, Export Promotion Councils, EPZ, EOU & SEZ.
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### **Suggested Readings**

- Charles W Hill: International Business, TMH Publishing Company Ltd.
- Darrell Mahoney: International Business, Longman, 1998.
- Donn Ball & Wendell Mcculloch: International Business, Irwin McGraw Hill, 1999.
- John D. Daniels & Lee Radfaugh: International Business, Pearson 2003.
- John. J. Wild (et al): International Business, Prentice Hall of India, 2003.
- Michael Zinkata (et al): Global Business, Dryden Press 1988.
- Richard M. Schaffer (et al): International Business Law and its environment, Thomson 2002.
- WTO Annual Reports, Geneva.
- WTO, Overview of Developments in the International Trading Environments, Annual report by the Director General WTO, Nov. 22, 2000.
- The International Business Environment – Sundaram & Black – Prentice Hall.
- World Resources & Trade - Khanna & Gupta.
- International Trade – Law & Practice – Motiwal & Awasthi.
- Legal Environment Today – Miller & Roger Leroy

**Semester I  
Core Courses (CC)**

**2. Business Ethics**

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Business Ethics	15
2	Indian Ethical Practices and Corporate Governance	15
3	Management Ethics - Integrity at work	15
4	Corporate Responsibility	15
<b>Total</b>		<b>60</b>

**Objectives**

SN	Objectives
1	To familiarize the learners with the concept and relevance of Business Ethics in the modern era
2	To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context

SN	Modules/ Units
<b>1</b>	<b>Introduction to Business Ethics</b>
	<ul style="list-style-type: none"> <li>● Business Ethics – Concept, Characteristics, Importance and Need for business ethics. Indian Ethos, Ethics and Values, Work Ethos.</li> <li>● Various approaches to Business Ethics - Theories of Ethics- Friedman’s Economic theory, Kant’s Deontological theory, Mill &amp; Bentham’s Utilitarianism theory</li> <li>● Gandhian Approach in Management and Trusteeship, Importance and relevance of trusteeship principle in Modern Business, Gandhi’s Doctrine of Satya and Ahimsa.</li> </ul>
<b>2</b>	<b>Indian Ethical Practices and Corporate Governance</b>
	<ul style="list-style-type: none"> <li>● Corporate Governance: Concept, Importance, Evolution of Corporate Governance, Principles of Corporate Governance,</li> <li>● Regulatory Framework of Corporate Governance in India, SEBI Guidelines and clause 49, Audit Committee, Role of Independent Directors, Protection of Stake Holders, Changing roles of corporate Boards.</li> <li>● Elements of Good Corporate Governance, Failure of Corporate Governance and its consequences</li> </ul>
<b>3</b>	<b>Management Ethics - Integrity at work</b>
	<ul style="list-style-type: none"> <li>● Sources of Ethics, Ethical dilemma in business and ethical implications.</li> </ul>

	<ul style="list-style-type: none"> <li>● Ethics in Finance: Unethical financial practices – creative accounting- hostile takeovers tax evasion- corporate crimes.</li> <li>● Ethics in Human Resources Management: Human resource system-psychological expectancy model- Individualism versus collectivism in human resource management practices</li> <li>● Ethics and Information Technology: Ethical issues relating to computer applications; security threats – computer crime- computer viruses- software piracy- hacking – computer crime prevention – ethical dilemmas and considerations.</li> </ul>
<b>4</b>	<b>Corporate Responsibility</b>
	<ul style="list-style-type: none"> <li>● Corporate philanthropy, Models for Implementation of CSR, Drivers of CSR,</li> <li>● Designing CSR Policy- Factors influencing CSR Policy, Role of HR Professionals in CSR</li> <li>● Global Recognitions of CSR- ISO- 14000-SA 8000 – AA 1000 – Codes formulated by UN Global Compact – UNDP, Global Reporting Initiative; major codes on CSR.</li> <li>● CSR and Sustainable Development</li> <li>● CSR through Triple Bottom Line in Business</li> </ul>

### Suggested Readings

- Sharma J.P ‘ Corporate Governance, business ethics and CSR, Ane Books Pvt Ltd, New Delhi
- Sharma J.P. Corporate Governance and Social Responsibility of business, Ane Books Pvt Ltd, New Delhi
- S.K.Bhatia, Business Ethics and Corporate Governance
- William Shaw, Business Ethics, Wordsworth Publishing Company, International Thomson Publishing Company.
- Corporate Crimes and Financial Frauds, Dr. Sumit Sharma, New Delhi India
- R.C. Sekhar, Ethical choices in Business, Sage Publications, New Delhi
- Business Ethics, Andrew Crane and Dirk Matten, Oxford University Press.
- Business Ethics, Text and Cases, C.S.V. Murthy, Himalaya Publication House.
- Mallin, Christine A. Corporate Governance (Indian Edition) Oxford University press. New Delhi
- Blow field ,Michael and Alan Murray, Corporate Responsibility, Oxford University Press,
- Philip Kotler and Nancy Lee, CSR : doing the most good for Company and your cause , Wiley 2005
- Beeslory, Michel and Evens, CSR , Taylor and Francis, 1978
- Subhabrata Bobby Banerjee, CSR: the good, the bad and the ugly. Edward Elgar Publishing 2007
- Joseph A. Petrick and John F. Quinn, Management Ethics- Integrity at work , Sage Publication , 1997
- Francesco Perrini, Stefano and AntonioTencati, Developing CSR- A European Perspective , Edward Elgar.
- William B. Werther, Jr. David Chandler, Strategic Corporate Social Responsibility, stakeholders’ a global environment, Sage Publication, 2009.
- Ellington. J. (1998), Cannibals with forks: The triple bottom line of 21st Century business, New Society Publishers.
- Crane, A. Et al., (2008), The Oxford handbook of Corporate Social Responsibility, New York: Oxford University Press Inc.

**Semester I**  
**Discipline Specific Courses (DSC)**

**3. Cross Cultural Management**

**Modules at a Glance**

SN	Modules	No. of Lectures
1	Cultural Competence	15
2	Cross-Cultural Dynamics	15
3	Culture and Communication	15
4	Managing cross-culture	15
<b>Total</b>		<b>60</b>

**Objectives**

SN	Objectives
1	To familiarize the existence of various international business standards • Know basic differences in international business operations
2	To enable learners to Understand and explain issues of cultural awareness when conducting international business

SN	Modules/ Units
<b>1</b>	<b>Cultural Competence</b>
	Culture; Models of culture; Measurement of culture; Cross-cultural differences and their role and effects in the workplace. Cultural intelligence and cross-cultural competencies; Models of cultural intelligence; Development of cultural intelligence; Role of cultural intelligence and its effects in the workplace. Ethics and Justice in Cross-Cultural Context,
<b>2</b>	<b>Cross-Cultural Dynamics</b>
	Culture and Organizations: Culture and corporate structures – Culture and Leadership -Culture and Strategy – Cultural change in Organizations-- Cultural Diversity. Multi-cultural teams and workgroups, Teamwork models, Challenges and Best Practices of collaboration across cultures, time zones, national borders, and institutional differences, Global Virtual Teams Concept of cosmopolitanism in management -The changing role of the manager
<b>3</b>	<b>Culture and Communication</b>
	Culture and Communications: Business communication across cultures – Barriers to intercultural communication – Negotiating Internationally Skills necessary within a cross-cultural setting - Adaptation skills - Relationship skills - Communication skills , Cross-cultural differences in communication styles, Role of language and cultural differences in organizational communication, Technology-assisted communication in global virtual teams.
<b>4</b>	<b>Managing cross-culture</b>

Managing cross-culture -Managing multicultural forces -National versus Corporate culture - The cross-cultural puzzle -Development of cross-cultural global leader- Management of immigrant and inpatriate employees, Management of workers at overseas offices.
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### **Suggested Readings**

- Beer, L. A. (2012). Essential Concepts of Cross-Cultural Management : Building on What We All Share (Vol. 1st ed). [New York, N.Y.] [222 East 46th Street, New York, NY 10017]: Business Expert Press.
- Cultures and Organizations, Software of the mind. Intercultural Cooperation and Its Importance for survival. (2010). McGraw-Hill..
- Moran, R.T. Managing Cultural Differences: Global Leadership Strategies for the 21st Century / Robert T. Moran, Philip R. Harris, Sarah V. Moran. – 7th ed. – Burlington; Oxford: Elsevier Inc., 2007



**Semester I**  
**Ability Enhancement Compulsory Courses (AECC)**

**4. Statistical Tools and Techniques for Research**

**Modules at a Glance**

SN	Modules	No. of Lectures
1	Measures of Central Tendency and Dispersion	15
2	Regression Analysis	15
3	Time Series and Forecasting	15
4	Theoretical Frequency Distributions	15
Total		60

**Objectives**

SN	Objectives
1	Students will acquire an understanding of descriptive statistical tools like measures of central tendency & measures of variation and apply these tools to real life situations.
2	Students will be able to identify and establish relationships between real life variables using tools like correlation and regression and comprehend the concepts of probability & probability distributions

SN	Modules/ Units
<b>1</b>	<b>Measures of Central Tendency and Dispersion</b>
	Average-Concept, Types, Mathematical Averages- Arithmetic, Geometric, and Harmonic mean, Position and Locational Averages, Median, Mode. Measures of Dispersion: Range, Quartile Deviation- Mean and Standard Deviation, Variance- Coefficient of Variance- Comparison of various measures of Dispersion, Skewness- Relative Measures of Skewness- Karl Pearson, Bowley, Kelly-Coefficient of Skewness, Kurtosis.
<b>2</b>	<b>Regression Analysis</b>
	Regression Analysis: Regression Equations, Regression Coefficients. b. Multiple Correlation and Multiple Regression Analysis: Partial Correlation, Coefficient of Multiple Correlation, Multiple Regression Analysis.- applications in business world
<b>3</b>	<b>Time Series and Forecasting</b>
	Time Series- Introduction, Objectives of Time Series, Identification of Trend, Variation in Time Series Secular Variation, Cyclical Variation, Seasonal Variation, and Irregular Variation, Methods of Estimating Trend, Choosing Appropriate Forecasting Model.
<b>4</b>	<b>Theoretical Frequency Distributions</b>

Theoretical Frequency Distributions: Binomial, Normal and Poisson distribution. Probability Theory: Addition and Multiplication Theorems of Probability, Application of Addition Theorem, Multiplication Theorem, Bayes' Theorem.
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### **Suggested Readings**

1. Statistics for Management, Levin and Rubin, 7th Edition, Pearson
2. Statistics for Business and Economics, Anderson, Sweeney and Williams, 11th Edition, Cengage Learning
3. Statistics for Management, T. N. Srivastava and Shailaja Rego, 2nd Edition, TMH
4. Business Statistics in Practice, Bruce Bowerman, Richard T. O'Connell and Emily Murphree, 5th Edition, Tata McGraw hill
5. Statistics for Managers, Levine, Stephan, Krehbiel and Berenson, 5th Edition, PHI
6. Statistical Methods, S. P. Gupta, 34th Edition, Sultan Chand & Sons
7. Business Statistics for Contemporary Decision Making, Ken Black, 5th Edition, Wiley Publications (India Edition)

**Semester II  
Core Courses (CC)**

**1. Economics for Managers**

**Modules at a Glance**

SN	Modules/ Units	
	Modules	No. of Lectures
1	Part A: Firms and Market- Demand and The Firm	15
2	Part A: Firms and Market- Production and Markets	15
3	Part B: Macroeconomic environment - Introduction to Macroeconomics	15
4	Part B: Macroeconomic environment - Trade Cycles and Open Economy	15
<b>Total</b>		<b>60</b>

SN	Objectives
1	The objective of the course is to acquaint students with the basic principles of micro and macroeconomics for developing the understanding of theory of the firm, markets and the macro environment, which would help them in managerial decision-making processes.

**Objectives**

SN	Modules/ Units
<b>1</b>	Part A: Firms and Market- Demand and The Firm
	Nature and scope of managerial economics; Firm theory: Objectives of the firm; Theory of the growth of the firm: Marris model.
<b>2</b>	Part A: Firms and Market- Production and Markets
	Production function; Returns to scale; Production with two variable inputs; Isoquants; Producer's Equilibrium; Cost function- classification of costs, short run cost functions; Relationship between return to scale and return to a factor; Long run cost functions. Market forms- perfect competition, monopolistic competition, monopoly power, oligopolistic behavior
<b>3</b>	Part B: Macroeconomic environment - Introduction to Macroeconomics
	National Income Accounting; Circular flow of income and expenditure; Limitations of national income accounting; Government deficit and trade deficit; Measuring the cost of living; Natural rate of unemployment and Inflation.
<b>4</b>	Part B: Macroeconomic environment - Trade Cycles and Open Economy
	Economic fluctuations and business cycle; Open economy macroeconomics; Determination of exchange rate. Purchasing Power Parity; Fixed and flexible exchange rate; Debates in macroeconomics.

### **Suggested Readings**

- Branson, William H. *Macro Economics Theory and Policy*. First East – West Press. *Unit(s) – III, and IV*
- Dornbusch, R. and S., Fischer. *Macro Economics*. Publisher Tata McGraw Hill. *Unit(s) –III, and IV*
- Koutsiyiannis, A. *Modern Microeconomics*. Macmillan Press Ltd. *Unit(s) - I and II*
- Mankiw, N. Gregory. *Macro Economics*. Macmillan. *Unit(s) – III, and IV*
- Oliver, Blanchard. *Macro Economics*, Pearson Education, LPE. *Unit(s) – III, and IV*
- Salvatore, D. & Rastogi, Siddhartha K. *Managerial Economics-Principals and Worldwide Applications*. Oxford University Press. *Unit(s) - I, and II*
- Varian. *Micro-Economic Analysis*. Norton. *Unit(s) - I and II*

**Semester II  
Core Courses (CC)**

**2. International Finance**

Modules at a Glance

SN	Modules	No. of Lectures
1	Internationals Monetary and Financial System	15
2	Foreign Exchange Markets	15
3	Foreign Exchange Risk	15
4	International Capital and Money Market Instruments	15

Objectives

SN	Objectives
1	To understand the concept and significance of International finance
2	Students understand conceptual framework of international finance and use in making financial decisions.

SN	Modules/ Units
1	<b>Internationals Monetary and Financial System</b>
	Importance of Internationals Finance; Bretton Woods Conference and afterwards, IMF and the World Bank; European Monetary System. Balance of Payment and International Linkages: Components; International flow of Goods, Services and Capital; Coping with current account deficit.
2	<b>Foreign Exchange Markets</b>
	Determining Exchange Rates; Fixed and Flexible Exchange Rate System; Exchange Rate Theories; Participants in the Foreign Exchange Markets; Spot Markets; Exchange Rate Quotes; LERMS; Factors affecting Exchange Rates-spot rates, forward exchange rates, forward exchange contracts.
3	<b>Foreign Exchange Risk</b>
	Transaction Exposure, Translation Exposure and Economic Exposure; Management of Exposures-internal techniques, netting, marketing, leading and lagging, Pricing Policy, Asset and liability Management and techniques. Management of Risk in Foreign Exchange Markets: Forex Derivatives- Swaps, Futures and Options and Forward Contracts.
4	<b>International Capital and Money Market Instruments</b>
	GDRs, ADRs, Eurobonds, Euro loans, Repos, C.P.s, Floating Right Instruments, Loan Syndication and Euro Deposits. - Multilateral Financial Institutions: Role of IMF, IBRD and other Development Banks; International Investors and Foreign Investment Institutions. Current Developments: International Indebtedness; Capital Account Convertibility- Pros and Cons; Innovations in International Financial Instruments.

## Suggested Readings

- Apte, P.G. International Financial Management, Tata McGraw hill, New Delhi,
- Buckley, Adrian; multinational Finance, Prentice Hall, New Delhi.
- Eitman D.K. and A.I Stonehill, Eitman, Multinational Business Cash Finance, Addison Wesley, New York.
- Sharan V. International financial Management PHI, New Delhi.
- Clark, E, International Financial, Thompson.
- Henning C.N.W Piggott and W.H Scott: International Financial Management, McGraw Hill, International Edition.
- Levi, Maurice D: International Finance, McGraw Hill, International Edition.
- Rodriquefe R.M. and E.E. Carter: International Financial Management, Prentice Hall, International Edition.
- Shaprio Alan C: Multinational Financial Management, Prentice Hall New Delhi.
- Yadav S, P. K. Jain and Max P. Foreign Exchange Markets, Macmillan, New Delhi.
- Zeneff D. and J Zwick: International Financial Management, Prentice Hall International Edition.
- O' Connor DJ, Bueso AT: International Dimensions of Financial Management; Macmillan, New Delhi.
- Pilbeam Keith: International Financial Macmillan Press, Hong Kong.
- Melvin "International Money and financial Money and Finance "Pearson, New Delhi.

**Semester II**  
**Discipline Specific Courses (DSC)**

**3. E-Commerce**

Modules at a Glance

SN	Modules	No. of Lectures
1	Introduction to Electronic Commerce –Evolution and Models	15
2	World Wide Web and E-enterprise	15
3	E-marketing and Electronic Payment System	15
4	Legal and Regulatory Environment and Security issues of E-commerce	15

Objectives

SN	Objectives
1	To provide an analytical framework to understand the emerging world of ecommerce
2	To make the learners familiar with current challenges and issues in ecommerce
3	To develop the understanding of the learners towards various business models
4	To enable to understand the Web- based Commerce and equip the learners to assess e-commerce requirements of a business
5	To develop understanding of learners relating to Legal and Regulatory Environment and Security issues of E-commerce

SN	Modules/ Units
1	<b>Introduction to Electronic Commerce – Evolution and Models</b> Evolution of E-Commerce-Introduction, History/Evolution of Electronic Commerce, Roadmap of E-Commerce in India, Main activities, Functions and Scope of E- Commerce. Benefits and Challenges of E-Commerce, E-Commerce Business Strategies for Marketing, Sales and Promotions. Business Models of E-Commerce- Characteristics of Business to Business (B2B), Business to Consumers (B2C), Business to Government (B2G) Concepts of other models of E-commerce. Business to Consumer E-Commerce process, Business to Business E-Commerce Need and Importance, alternative models of B2B E-Commerce. • E-Commerce Sales Product Life Cycle (ESLC) Model
2	<b>World Wide Web and E-enterprise</b> World Wide Web-Reasons for building own website, Benefits of Website, Registering a Domain Name, Role of web site in B2C E-commerce; push and pull approaches; Web site design principles. EDI and paperless trading; Pros & Cons of EDI; Related new technologies use in Ecommerce. Applications of E-commerce and E-enterprise - Applications to Customer Relationship Management- Types of E-CRM, Functional Components of E-CRM.
3	<b>E-marketing and Electronic Payment System</b> E-Marketing- Scope and Techniques of E-Marketing, Traditional web promotion; Web counters; Web advertisements, Role of Social media.

	E-Commerce Customer Strategies for Purchasing and support activities, Planning for Electronic Commerce and its initiatives, The pros and cons of online shopping, Justify an Internet business. Electronic Payment System-Characteristics of E-payment system, SET Protocol for credit card payment, prepaid e-payment service, post-paid E-payment system, Types of payment systems. Operational, credit and legal risks of E-payment system, Risk management options for E-payment systems, Set standards / principles for E-payment
4	Legal and Regulatory Environment and Security issues of E-commerce
	Introduction to Cyber Laws-World Scenario, Cyber-crime& Laws in India and their limitations, Hacking, Web Vandals, E-mail Abuse, Software Piracy and Patents. Taxation Issues, Protection of Cyber Consumers in India and CPA 1986, Importance of Electronic Records as Evidence. <b>GDPR (General Data Protection Regulation )</b> Security Issues in E-Commerce- Risk management approach to Ecommerce Security - Types and sources of threats, Protecting electronic commerce assets and intellectual property. Security Tools, Client server network security, Electronic signature, Encryption and concepts of public and private key infrastructure

### Suggested Readings

- Laudon, Kenneth C. and Carol Guercio Traver (2002) E-commerce: business, technology, society. (New Delhi: Pearson Educatin).
- Awad, Elias M. (2007), Electronic Commerce: From Vision to Fulfillment (New Delhi: Pearson Education).
- Kalakota, Ravi and Marcia Robinson (2001). Business 2.0: Roadmap for Success (New Delhi: Pearson Education).
- Smith, P.R. and Dave Chaffey (2005), E-Marketing Excellence; the Heart of e-Business (UK: Elsevier Ltd.)
- Vivek Sood Cyber Laws Simplified-TMH (2001)
- Vakul Sharma Handbook of cyber Laws-Macmillan (2002)
- Sundeep Oberol e Security and you-TMH (2001)
- Greenstein & Feinman Electronic Commerce-Security, Risk Mgt and Control-TMH (2000)
- Adam Nabll R. (Editor) Electronic Commerce: Technical Business and Legal Issues.
- Diwan, Prag and Sharma Electronic Commerce-a Manager's Guide to EBusiness
- Bharat Bhasker, Electronic Commerce – Frame work technologies and Applications, 3rd Edition-Tata Mc Graw Hill Publications, 2008.



**Semester II**  
**Ability Enhancement Compulsory Courses (AECC)**

**4. Research Methodology for Business**

**Modules at a Glance**

SN	Modules	No. of Lectures
1	Introduction to Research	15
2	Research Process	15
3	Data Processing and Statistical Analysis	15
4	Research Reporting and Modern Practices in Research	15
<b>Total</b>		<b>60</b>

**Objectives**

SN	Objectives
1	To enhance the abilities of learners to undertake research in business & social sciences
2	To enable the learners to understand, develop and apply the fundamental skills in formulating research problems
3	To enable the learners in understanding and developing the most appropriate methodology for their research
4	To make the learners familiar with the basic statistical tools and techniques applicable for research

**Research Methodology**

SN	Modules/ Units
<b>1</b>	<b>Introduction to Research</b>
	<ul style="list-style-type: none"> <li>● Features and Importance of research in business, Objectives and Types of research- Basic, Applied, Descriptive, Analytical and Empirical Research.</li> <li>● Formulation of research problem, Research Design, significance of Review of Literature</li> <li>● Hypothesis: Formulation, Sources, Importance and Types</li> <li>● Sampling: Significance, Methods, Factors determining sample size</li> </ul>
<b>2</b>	<b>Research Process</b>
	<ul style="list-style-type: none"> <li>● Stages in Research process</li> <li>● Data Collection: Primary data: Observation, Experimentation, Interview, Schedules, Survey,</li> <li>● Limitations of Primary data</li> <li>● Secondary data: Sources and Limitations,</li> <li>● Factors affecting the choice of method of data collection.</li> <li>● Questionnaire: Types, Steps in Questionnaire Designing, Essentials of a good questionnaire</li> </ul>
<b>3</b>	<b>Data Processing and Statistical Analysis</b>
	<ul style="list-style-type: none"> <li>● Data Processing: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation</li> <li>● Statistical Analysis: Tools and Techniques, Measures of Central Tendency, Measures of Dispersion, Correlation Analysis and Regression Analysis.</li> </ul>

	<ul style="list-style-type: none"> <li>● Testing of Hypotheses – <ul style="list-style-type: none"> <li>▪ Parametric Test-t test, f test, z test</li> <li>▪ Non-Parametric Test -Chi square test, ANOVA, Factor Analysis</li> </ul> </li> <li>● Use of R software</li> </ul>
<b>4</b>	<b>Research Reporting and Modern Practices in Research</b>
	<ul style="list-style-type: none"> <li>● Research Report Writing: Importance, Essentials, Structure/ layout, Types</li> <li>● References and Citation Methods: <ul style="list-style-type: none"> <li>▪ APA (American Psychological Association)</li> <li>▪ CMS (Chicago Manual Style)</li> <li>▪ MLA (Modern Language Association)</li> </ul> </li> <li>● Footnotes and Bibliography</li> <li>● Modern Practices: Ethical Norms in Research, Plagiarism, Role of Computers in Research</li> </ul>

### Suggested Readings

- Research Methodology – Text and Cases with SPSS Applications, by Dr S.L. Gupta and Hitesh Gupta, International Book House Pvt Ltd
- Business Research Methodology by T N Srivastava and Shailaja Rego, Tata Mcgraw Hill Education Private Limited, New Delhi
- Methodology of Research in Social Sciences, by O.R. Krishnaswami, Himalaya Publishing House
- Research Methodology by Dr Vijay Upagude and Dr Arvind Shende
- Business Statistics by Dr S. K Khandelwal, International Book House Pvt Ltd
- Quantitative Techniques by Dr S. K Khandelwal, International Book House Pvt Ltd
- SPSS 17.0 for Researchers by Dr S.L Gupta and Hitesh Gupta, 2nd edition, Dr S. K Khandelwal, International Book House Pvt Ltd
- Foundations of Social Research and Econometrics Techniques by S.C. Srivastava, Himalaya publishing House
- Statistical Analysis with Business and Economics Applications, Hold Rinehart & Wrintston, 2nd Edition, New York
- Business Research Methods, Clover, Vernon T and Balsely, Howard L, Colombus O. Grid, Inc
- Business Research Methods, Emary C. Willima, Richard D. Irwin In. Homewood
- Research Methods in Economics and Business by R. Gerber and P.J. Verdoom, The Macmillan Company, New York Research and Methodology in Accounting and Financial Management, J.K Curtis
- Statistics for Management and Economics, by Menden Hall and Veracity, Reinmuth J.E
- Panneerselvam, R., Research Methodology, Prentice Hall of India, New Delhi, 2004.
- Kothari CR, Research Methodology- Methods and Techniques, New Wiley Ltd., 2009

**Evaluation:**

Students shall be evaluated on the following components:

A Internal Evaluation (Internal Assessment- 40 Marks)

- Quiz/ class test/ case study/ review of Literature

B End –Semester Examination (External Assessment-60 Marks)

Question Paper Pattern (Practical Courses and Theoretical Courses)

Maximum Marks: 60

Questions to be set: 04

Duration: 2 Hrs.

All Questions are Compulsory Carrying 15 Marks each.

Question No	Particular	Marks
Q1	Full length Question/Practical Question OR	15 marks
Q1	Full length Question/Practical Question	15 marks
Q2	Full length Question/Practical Question OR	15 marks
Q2	Full length Question/Practical Question	15 marks
Q3	Full length Question/Practical Question OR	15 marks
Q3	Full length Question/Practical Question	15 marks
Q4	Full length Question/Practical Question OR	15 marks
Q4	Full length Question/Practical Question	15 marks

Note: Full length question of 15 marks may be divided into two sub questions of 08 and 07 marks.

	Particular
1	Standard of Passing The learner to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment & Semester End Examination. The learner shall obtain minimum of 40% marks (i.e. 16 out of 40) in the Internal Assessment and 40% marks in Semester End Examination (i.e. 24 out of 60) separately, to pass the course and minimum of Grade E in the project component, wherever applicable to pass a particular semester. A learner will be said to have passed the course if the learner passes the Internal Assessment & Semester End Examination together.