

Maharashtra State Board of Vocational Examination, Mumbai 400 051

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| 1 | Name of Course | Diploma Course in E Commerce Management | | | | | | | | | |
| 2 | Course code | 408412 | | | | | | | | | |
| 3 | Max no. of Students | 25 Students | | | | | | | | | |
| 4 | Duration | 2 year | | | | | | | | | |
| 5 | Course Type | Full Time | | | | | | | | | |
| 6 | No. of Days per week | 6 days | | | | | | | | | |
| 7 | No. of hours per day | 7 Hrs | | | | | | | | | |
| 8 | Space require | Theory Class Room – 200 sqft Three Practical Lab – 500 sqft each | | | | | | | | | |
| 9 | Entry qualification | S.S.C. Pass | | | | | | | | | |
| 10 | Objective of syllabus | To understand the relationship of commercial activities with the internet. To get information about marketing & sales promotion tactics. | | | | | | | | | |
| 11 | Employment opportunities | Assistant in commercial organizations, advertising firms, salesmen, trading firms etc. | | | | | | | | | |
| 12 | Teachers Qualification | For Vocational subjects – M.Com. / M.BA. For Non-Vocational subjects - Master Degree in concern subject. | | | | | | | | | |
| 13 | Teaching Scheme – | | | | | | | | | | |
| | Sr. | Subject | Subject Code | Clock Hours / Week | | | | | Total | | |
| | | | | Theory | Practical | | | | | | |
| | 1 | English (Communication Skill) | 90000001 | 2 Hrs | 1 Hrs | | | | 3 Hrs | | |
| | 2 | Elective – I | -- | 2 Hrs | 1 Hrs | | | | 3 Hrs | | |
| | 3 | Elective – II | -- | 2 Hrs | 1 Hrs | | | | 3 Hrs | | |
| | 4 | Financial Accounting | 40840001 | 3 Hrs | 8 Hrs | | | | 11 Hrs | | |
| | 5 | Marketing & Sales Management | 40840008 | 3 Hrs | 8 Hrs | | | | 11 Hrs | | |
| | 6 | E Commerce & Applications | 40840016 | 3 Hrs | 8 Hrs | | | | 11 Hrs | | |
| | Total | | | | | | | | | 42 Hrs | |
| 14 | Internship | Two Month Summer Internship from 1 st May to 30 th June is Compulsory. | | | | | | | | | |
| 15 | Examination Scheme – Final Examination will be based on syllabus of both years. | | | | | | | | | | |
| | Paper | Subject | Subject Code | Theory | | | Practical | | | Total | |
| | | | | Duration | Max | Min | Duration | Max | Min | Max | Min |
| | 1 | English (Communication Skill) | 90000001 | 3 Hrs | 70 | 25 | 3 Hrs | 30 | 15 | 100 | 40 |
| | 2 | Elective – I | -- | 3 Hrs | 70 | 25 | 3 Hrs | 30 | 15 | 100 | 40 |
| | 3 | Elective – II | -- | 3 Hrs | 70 | 25 | 3 Hrs | 30 | 15 | 100 | 40 |
| | 4 | Financial Accounting | 40840001 | 3 Hrs | 100 | 35 | 3 Hrs | 100 | 50 | 200 | 85 |
| | 5 | Marketing & Sales Management | 40840008 | 3 Hrs | 100 | 35 | 3 Hrs | 100 | 50 | 200 | 85 |
| | 6 | E Commerce & Applications | 40840016 | 3 Hrs | 100 | 35 | 3 Hrs | 100 | 50 | 200 | 85 |
| | Total | | | | | | | | | 900 | 375 |
| 16 | Teachers – Three Teachers per batch for vocational component. For English, Elective-I & II guest faculty on clock hour basis. | | | | | | | | | | |
| 17 | <div>a) For Elective I – Student can choose any one subject Code Subject Name 90000011 Applied Mathematics 90000012 Business Economics 90000013 Physical Biology (Botany & Zoology) 90000014 Entrepreneurship 90000015 Psychology</div> <div>b) For Elective II – Student can choose any one subject Code Subject Name 90000021 Applied Sciences (Physics & Chemistry) 90000022 Computer Application 90000023 Business Mathematics</div> | | | | | | | | | | |

Subject Code : 40840001

Financial Accounting - 1st Year

| Theory | Practical |
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| <p>Detailed Syllabus :</p> <p>1.0. Introduction:-</p> <p>1.1.What is accounting, 1.2.What is transaction, 1.3.Main object of accounting, 1.4.Uses of accounting information, 1.5. Advantage of accounting.</p> <p>2.0. Basic Accounting Concepts:-</p> <p>2.1.Basic accounting terms, 2.2.Basic assumption, 2.3.Basic principles of accounting, 2.4.Accounting conventions, 2.5.Double entry system of accounting</p> <p>3.0.Classification of Accounts:-</p> <p>3.1.Type of accounting, 3.2.Rules of debit & credit, 3.3.Application of debit-credit, 3.4.Rules-The Golden Rule</p> <p>4.0.Journal & Ledger :-</p> <p>4.1.Meaning & format of journal, 4.2.Procedure for making entries in the journal, 4.3.Meaning of a ledger, 4.4.Forms of ledger, 4.5.Posting balancing account</p> <p>5.0.Subsidiary Books :-</p> <p>5.1.Meaning, 5.2.Importance, 5.3.Need Type of subsidiary book, 5.4.Journal proper, Purchase book, 5.5.Sales book, 5.6.Purchase return book, 5.7.Sales return book etc.,</p> | <p>Detailed Syllabus :</p> <p>1.0.Documents Used In Accounting:-</p> <p>1.1.Source document used for entering transaction in the book of account</p> <p>2.0. Basic Accounting Concepts :-</p> <p>2.1. Study OF Accounting Standards 2.2. Study of various accounting Convention 2.3. Study of annuals report of various organization</p> <p>3.0.Classification of Accounts:-</p> <p>3.1. Preparation of chart showing classification of account 3.2. Project on Golden rule of account</p> <p>4.0.Preparation Of Journal & Ledger :-</p> <p>4.1.Format of journal & ledger 4.2.Problems solving journal & ledger 4.3.Preparation of journal & ledger</p> <p>5.0.Preparation of Subsidiary Book :-</p> <p>5.1.Various types of subsidiary book 5.2.Purchase book, 5.3.Sales book, 5.4.Purchase return book, 5.5.Sales return book, 5.6.Journal proper, etc.,</p> |

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| <p>6.0.Cash Book :-</p> <p>6.1.Meaning & Nature of the cash book, 6.2.Kinds of cash book, 6.3.Simple cash book, 6.4.Simple cash book with bank & cash column, 6.5.Cash book with cash, bank, &discount column, 6.6.Petty cash book, 6.7.Balancing cash book</p> <p>7.0. Final Accounts</p> <p>7.1. Trading Account 7.2. Profit & Loss Account 7.3. Balance Sheet</p> | <p>6.0.Preparation of Cash Book :-</p> <p>6.1.Various types of cash book 6.2.Problems based on cash book 6.3.Simple cash book 6.4.Double column cash book 6.5.Triple column cash book</p> <p>7.0. Final Accounts Of A Propreetary Concern :-</p> <p>7.1. Preparation Of Trading Account From Trail Balance 7.2. Study The Annual Report Of Different Organization 7.3. Power Point Presentation Of Final Account</p> <p>8.0.Visits :-</p> <p>8.1. 10 visits to various types of commercial bank, national bank, & sole traders</p> |
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Financial Accounting- 2nd Year

| Theory | Practical |
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| <p>Detailed Syllabus :</p> <p>1.0. Bank Reconciliation Statement :-</p> <p>1.1.Introduction, Needs, Causes for bank difference between</p> <p>1.2.the balance shown by cash book & balance shown by</p> <p>1.3.bank statement,</p> <p>1.4.Format for preparation of bank reconciliation statement,</p> <p>1.5.Preparation of bank reconciliation statement as per</p> <p>1.6.cash book & as per pass book</p> <p>2.0.Trial Balance :-</p> <p>2.1.Introduction,</p> <p>2.2.Balancing a ledger account,</p> <p>2.3.Objects of preparing a trial balance,</p> <p>2.4.Preparation of trial balance,</p> <p>2.5.Reasons for disagreement of trial balance</p> <p>3.0.Company Final Account :-</p> <p>3.1.Financial statement & their nature,</p> <p>3.2Accounting standards,</p> <p>3.3Trading account,</p> <p>3.4.Closing stock,</p> <p>3.5.Adjustment,</p> <p>3.6.Depreciation,</p> <p>3.7.Closing entries,</p> <p>3.8.Profit & loss account,</p> <p>3.9.Balance sheet,</p> <p>3.10.Limitation of Final account</p> <p>4.0.Depreciation :-</p> <p>4.1Meaning,</p> <p>4.2.Definition,</p> <p>4.3.Importance,</p> <p>4.4. Need.</p> <p>4.5.Types, a-Straight line method b- Written down value method</p> <p>5.0.Accounting Standard:-</p> <p>5.1.Utility,</p> <p>5.2.Accounting standard in India,</p> <p>5.3.Discount of accounting policies</p> | <p>Detailed Syllabus :</p> <p>1.0.Preparation of Bank Reconciliation Statement:-</p> <p>1.1.Preparation of bank reconciliation statement,</p> <p>1.2.Causes for variance in balances of cash book & pass book,</p> <p>1.3.Steps to reconcile the difference</p> <p>1.4.Construct bank reconciliation statement as per balance in cash book,</p> <p>1.5. Construct bank Reconciliation Statement as per pass book</p> <p>2.0.Preparation of Trial Balance:-</p> <p>2.1.Preparation of trial balance from various Ledger Account</p> <p>2.2.Agreement Of Trial Balance</p> <p>2.3.Method of preparing of trial balance</p> <p>3.0.Preparation of Final Account:-</p> <p>3.1.Drafting of financial statement of company study trial balance,</p> <p>3.2.Various adjustment & their accounting treatment,</p> <p>3.3.Preparation of trading account,</p> <p>3.4.Profit & loss account & balance sheet</p> <p>4.0.Calculation of Depreciation:-</p> <p>4.1.Straight line method</p> <p>4.2. Written down method</p> <p>5.0.Preparation of Accounting Standard:-</p> <p>5.1.Various accounting standard & disclosure of Accounting Policies</p> <p>6.0.Visits :-</p> <p>Visits to various types of commercial, co-operative,</p> <p>6.1Nationalized bank & sole traders i.e.,</p> <p>6.2.Furniture shop,</p> <p>6.3.Computer trading Institute</p> |

REFERENCE

Financial Accounting

1- Advance Accounts vol-I & vol-II

By M.C Shukla (S.Chand Publisher)
T.R Grewal
S.C Gupta

2- Book-Keeping & Accountancy

By A.K Jain (Sheth Publisher)
Vidyadhar Joshi

3- Financial Accounting

By L.N Chopde (Sheth Publisher)
D.H Choudhari

Subject Code : 40840008

Marketing & Sales Management – 1st Year

| Theory | Practical |
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| Detailed Syllabus : 1.0. Introduction –Marketing 1.1. Market definition & features 1.2. Types of Markets 1.3. Definition, Importance & features of Marketing 1.4. Functions of Marketing 1.5. Evolution of Marketing 1.6. Marketing V/s Selling 1.7. Concept Of Marketing mix 1.8. Product Life cycle 1.9. Commercialization of a product | Detailed Syllabus 1.0. Marketing 1.1. Visit to different Markets 1.2. Case discussion related to Marketing 1.3. Role play on Retail Organization 1.4. Case study on Product lifecycle |
| 2.0. Sales Organization 2.1. Definition & Importance of salesmen ship 2.2. Selling points 2.3. Qualities required for salesmen 2.4. Selling as carriers 2.5. AIDA model of selling 2.6. Sales organization, meaning & importance 2.7. Types of Sales Organization structure 2.8. Sales Manager qualification required 2.9. Duties & responsibilities of sales manager | 2.0. Sales Organization 2.1. Power point presentation salesman's personality 2.2. Group on discussion on sales related topic 2.3. Role play on sales organization 2.4. Preparation of sales organization structures |
| 3.0. Sales Force Management 3.1. Functions of sales force management 3.2. Recruitment & Training 3.3. Remuneration 3.4. Supervision & Direction 3.5. Control & Evaluation 3.6. Sales Quota, Sales territory 3.7. Salesman report and Routing & Scheduling Plan | 3.0 Sales Force Management 3.1. Write an application for salesman job 3.2. Preparation of salesman report 3.3. Case study on Sales Quota setting 3.4. Preparation of an Imaginary Remuneration Plan |
| 4.0. International Marketing Agencies 4.1. Definition, Meaning and importance of channels 4.2. Factors of affecting channel selection 4.3. Types of channel 4.4. Wholesaler & his functions 4.5. Retailer & Functions 4.6. Types Of Retailers 4.7. Itinerant retailer, Small scale Retailer 4.8. Large scale retailer | 4.0. International Marketing Agencies 4.1. Visit to wholesaler shop 4.2. Visit to different retail organization 4.3. GD on the importance Of retail organization 4.4. Visit to malls to study retail management |

Marketing & Sales Management – 2nd Year

| Theory | Practical |
|--|---|
| <p>Detailed Syllabus :</p> <p>1.0. Physical distribution & Supply chain management</p> <p>1.1. Definition meaning & importance of Physical distribution</p> <p>1.2. Components of physical distribution</p> <p>1.3. Definition, Meaning and Importance of Transport</p> <p>1.4. Various modes of Transport merits & demerits</p> <p>1.5. Warehousing meaning & importance</p> <p>1.6. Types of Warehouses & Warehousing Documents</p> <p>1.7. Supply chain Management</p> <p>1.8. Factors affecting supply chain management</p> <p>1.9. Commercialization of a product</p> | <p>Detailed Syllabus</p> <p>1.0. Physical distribution & Supply chain management</p> <p>1.1. Visit to various transport organizations</p> <p>1.2. Preparation of documents used in transport</p> <p>1.3. Visit to ware house</p> <p>1.4. Case study on supply chain management</p> |
| <p>2.0. Advertising & Sales Promotion</p> <p>2.1. Definition & Importance of advertising</p> <p>2.2. Types of Advertisement</p> <p>2.3. Layout of Advertisement</p> <p>2.4. Head line, illustration, copy, slogan etc.</p> <p>2.5. Media of Advertisement</p> <p>2.6. Indoor , Outdoor, Direct & indirect Medias</p> <p>2.7. Advertising budget</p> <p>2.8. Advertising V/s Publicity</p> <p>2.9. Sales Promotion techniques</p> | <p>2.0. Advertising & Sales Promotion</p> <p>2.1. Visit to advertising agencies</p> <p>2.2. Preparation of layout of advertisements</p> <p>2.3. Collection of Slogans, Headline, illustration, Body copy & Brand Name of advertisements</p> <p>2.4. Power point presentation on advertising</p> <p>2.5. Conduct a GD on Various sales promotion methods</p> |
| <p>3.0. Marketing Research</p> <p>3.1. Definition, Meaning & Importance or Marketing Research, process of marketing research</p> <p>3.2. Areas of Marketing Research</p> <p>3.3. Tools Used In Marketing Research</p> <p>3.4. Primary data & secondary data</p> <p>3.5. Tabulation analysis</p> <p>3.6. Presentation of Research report</p> <p>3.7. Sampling, Questionnaire, Test Marketing, Panel research , survey technique</p> | <p>3.0. Marketing Research</p> <p>3.1. Preparation of Questionnaire for consumer</p> <p>3.2. Preparation of Questionnaire for dealer</p> <p>3.3. Tabulation, Analysis & Presentation of Collected data</p> <p>3.4. Conduct Marketing research for consumer & industrial products</p> |
| <p>4.0. Recent trends In Marketing</p> <p>4.1. Customer relationship management</p> <p>4.2. E-Commerce Meaning, Ways to conduct online business</p> <p>4.3. Retail management</p> <p>4.4. Retail Marketing decisions & recent trends in retailing</p> <p>4.5. Retailer & Functions, types</p> | <p>4.0. Recent trends In Marketing</p> <p>4.1. E-Retailing & online Marketing</p> <p>4.2. Conduct a GD on Globalization</p> <p>4.3. Visit to various retail organizations</p> <p>4.4. Visit to Franchise organization</p> |

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| 4.6. Globalization , Meaning, marketing strategies | |
| 4.7. Franchise operation & management | |
| 5.0. Rural Marketing 5.1. Profile & Potential 5.2. problems in rural marketing 5.3. Measures to Solve Rural Marketing Problems 5.4. Rural V/s Urban Markets 5.5. Classification of Goods 5.6. Consumer Goods & Industrial Goods 5.7. Classification of Industrial Goods 5.8. Problems of Agricultural marketing in India | 5.0. Rural Marketing 5.1. Visit to rural markets 5.2. Preparation of Project report on Agricultural Marketing 5.3. Conduct a case study on rural marketing 5.4. Visit to a factory producing Fast Moving Consumer Goods (FMCG) 5.5. Visit to a factory Producing Industrial Goods |

Reference :

- 1) Marketing & Finance by Michael Vaz & Vinayak Paralikar.
- 2) Marketing Management by S.A Sherlekar.
- 3) Advertising by Michael Vaz & Vinayak Paralikar & Nelson Monterio.
- 4) Salesman Ship & publicity by G.Dubhash.
- 5) Rural Marketing by Minouti Kamat & R. Krishnamoorthy.

Ecommerce & Applications – Ist Year

Subject Code : 40840016

| Theory | Practical |
|--|---|
| Detailed Syllabus : 1.0 Introduction to Computer fundamentals 1.1. Structure of Computer 1.2. Functions of Computer 1.3. Applications of Computer 1.4. Types of Computers 1.5. Introduction to System software and its utilities | Detailed Syllabus 1.0. Introduction to Computer 1.1. Study of Computer peripherals 1.2. Study of CPU configurations 1.3. Installation of OS 1.4. Installation of application softwares, Printer, Modem, LAN card |
| 2.0 Computers in Business & Commerce 2.1. Introduction to Computerized documentation 2.2. Microsoft Word 2.3. Study of various menus and its functions 2.4. Microsoft Excel 2.5. Study of various menus and its functions 2.6. Microsoft Power point 2.7. Study of various menus and its functions | 2.0. MS Office 2.1. Practical on How to open a blank document 2.2. Working with different documents. 2.3. Create, modify, print work sheets 2.4 Power point presentations: create, slideshow, edit, slide sorter....etc |
| 1.0. Technological Development in Business sector 3.1 Introduction to Ecommerce 3.2. Introduction to E Banking 3.3. Introduction to E Trading 3.4. Introduction to E Business 3.5. Merits & De-merits of E-Commerce 3.6. Concept of Credit Cards 3.7 Concept of Debit cards 3.8 Concept of ATM 3.9 Introduction to Tele banking 3.10 Introduction to Internet banking | 3.0. Technological Development in business 3.1 PPT Presentations on different topics |

Ecommerce & Applications IInd Year

| Theory | Practical |
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| Detailed Syllabus : 1.0 Information Technology 1.1. Meaning, definition ,presumptions 1.2. Concept of Network & its types 1.3. Concept of WWW 1.4. Introduction to Internet 1.5. Internet applications 1.6. Email and Chat giving applications, merits, de-merits. 1.7. Video Conferencing | Detailed Syllabus 1.0. Networking 1.1. Preparation of various network models 1.2. Internet browsing 1.3. Create Email id 1.4. Surf internet and collect information on various topics |
| 2.0. E-Commerce 2.1. Electronic Commerce – Frame work 2.2. Anatomy of E-Commerce Applications 2.3. E-Commerce Consumer applications 2.4. E-Commerce Organization applications 2.5. Consumer oriented E-Commerce – Mercantile Process Models | 2.0. E-Commerce introduction 2.1. PPT presentations of different E-Commerce applications |
| 3.0. E-Commerce -2 3.1. Electronic Payment system, Digital Token based, Smart cards, Credit cards, Risk in Electronic payment system. 3.2. Inter Organizational Commerce - EDI, EDI Implementation, and Value added networks. 3.3 Intra Organizational Commerce - work Flow, Automation Customization and internal Commerce, Supply chain Management. 3.4. Corporate Digital Library - Document Library, digital Document types, corporate Data Warehouses. Advertising and Marketing - Information based marketing, Advertising on Internet, on-line marketing process, market research. | 3.0. E-Commerce 2 3.1. Study of different model using PPT presentation 3.2. Study of different value added services |

List of Text Books:

1. Frontiers of electronic commerce – Kalakata, Whinston, Pearson.

List of Reference Books REFERENCE BOOKS:

2. E-Commerce fundamentals and applications Hendry Chan, Raymond Lee, Tharam Dillon, Ellizabeth Chang, John Wiley.
3. E-Commerce, S.Jaiswal – Galgotia.
4. E-Commerce, Efrain Turbon, Jae Lee, David King, H.Michael Chang.
