



Malad Kandivli Education Society's  
**NAGINDAS KHANDWALA COLLEGE**  
 OF COMMERCE, ARTS & MANAGEMENT STUDIES  
 AND SHANTABEN NAGINDAS KHANDWALA COLLEGE OF SCIENCE

(Re-accredited (3<sup>rd</sup> cycle) by NAAC with 'A' Grade)  
 ISO 9001 : 2015 Certified

Autonomous (2016-17)

Educational Excellence Award By Indus Foundation, U.S.A.  
 IMC Ramkrishna Bajaj National Quality Commendation Certificate

Providing Syllabus copy of the courses highlighting the focus on employability/  
 entrepreneurship/ skill development along with their course outcomes.

Sr. No.	Courses	2016-17	2017-18	2018-19	2019-20	2020-21	Total
1	Bachelor of Commerce (B.COM)	✓	✓	✓	✓	✓	5
2	Bachelor of Arts (B.A)	✓	✓	✓	✓	✓	5
3	Bachelor in Management Studies- (BMS)	✓	✓	✓	✓	✓	5
4	Bachelor of Commerce (Accounts and Finance)- BAF	✓	✓	✓	✓	✓	5
5	Bachelor of Commerce (Banking and Insurance)-BBI	✓	✓	✓	✓	✓	5
6	Bachelor of Commerce (Financial Markets)- BFM	✓	✓	✓	✓	✓	5
7	Bachelor of Science - Information Technology (B.Sc IT)	✓	✓	✓	✓	✓	5
8	Bachelor of Science- Computer Science(B.Sc CS)	✓	✓	✓	✓	✓	5
9	Bachelor of Arts- Multimedia and Mass Communication (B.A.MMC)	✓	✓	✓	✓	✓	5
10	Bachelor of Management Studies- Sports Management (BMS-SM)	X	X	✓	✓	✓	3
11	B. Com. Honours in Actuarial Studies	X	X	X	✓	✓	2
12	B.A. Honours in Apparel Design and Construction	X	X	X	✓	✓	2
13	B. Com. Honours in International Accounting	X	X	X	✓	✓	2
14	Bachelor of Management Studies- E commerce operations	X	X	X	X	✓	1
15	B.Sc. (Honours) in Integrative Nutrition & Dietetics	X	X	X	X	✓	1
16	BBA in Tourism and Travel Management	X	X	X	X	✓	1
17	B.Sc. in Interior Design	X	X	X	X	✓	1
18	Master Of Commerce-(M.COM)- Accountancy	✓	✓	✓	✓	✓	5
19	Master Of Commerce-(M.COM)- Management	✓	✓	✓	✓	✓	5
20	Master of Arts (Economics)	✓	✓	✓	✓	✓	5
21	Master of Arts (Geography)	✓	✓	✓	✓	✓	5
22	Master of Arts (Psychology)	X	X	X	✓	✓	2
23	Master of Science (Information Technology) (M.Sc IT)	✓	✓	✓	✓	✓	5
24	Master's Degree - Sports Management (MSM)	X	X	✓	✓	✓	3
25	Master of Science (Geo-informatics) (M.Sc GeoInformatics)	X	X	X	X	✓	1
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*Matta*

Prof. (Dr.) Moushumi Datta  
 I/c. Principal



**Nagindas Khandwala College**

**(Autonomous)**

**Courses of Master of Commerce (M. Com.) Programme**

**For**

**M. Com-I Semester-I**

**Subject: Strategic Management**

**Syllabus**

**Core courses**

**Under Academic Autonomy & Credit, Grading and Semester System**

**(With effect from Academic Year 2016-2017)**

**PRINCIPAL**

**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)**

**Faculty of Commerce, University of Mumbai**

**MALAD (W), MUMBAI - 400 064**

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# Strategic Management

## Modules At a Glance

S N	Modules	No. of Lecture s
1	Introduction to Strategic Management	15
2	Strategy Formulation, Implementation and Evaluation	15
3	Business, Corporate and Global Strategies	15
4	Emerging Strategic Trends	15
<b>Total</b>		<b>60</b>

SN	Objectives
1	To enable the learners to understand new forms of Strategic Management concepts and their use in business
2	To provide information pertaining to Business, Corporate and Global Reforms
3	To develop learning and analytical skills of the learners to enable them to solve cases and to provide strategic solutions
4	To acquaint the learners with recent developments and trends in the business corporate world

### Course Outcomes:

After completion of this course the learner will be able to:

**CO1:** Describe the concepts of strategic management and strategic management process in the business setting. (Level: Understand)

**CO2:** Apply environmental scanning for finding solutions to business problems and formulate and implement strategies for business. (Level: Apply)

**CO3:** Analyze different strategies and techniques in business. (Level: Analyze)

**CO4:** Appraise the various types of evaluations and controls in business. (Level: Evaluate)

**CO5:** Apply the techniques of operation control to business situations. (Level: Apply)

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# Strategic Management

## Detailed Syllabus

SN	Modules/ Units
1	<b>Introduction to Strategic Management</b> <ul style="list-style-type: none"> <li>• Concept of Strategic Management, Strategic Management Process, Vision, Mission and Goals, Benefits and Risks of Strategic Management.</li> <li>• Levels of Strategies: Corporate, Business and Operational Level Strategy</li> <li>• Functional Strategies: Human Resource Strategy, Marketing Strategy, Financial Strategy , Operational Strategy</li> <li>• Business Environment: Components of Environment- Micro and Macro and Environmental Scanning</li> </ul>
2	<b>Strategy Formulation, Implementation and Evaluation</b> <ul style="list-style-type: none"> <li>• Strategic Formulation: Stages and Importance, Formulation of Alternative Strategies: Mergers, Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Divestment and Liquidation.</li> <li>• Strategic Analysis and Choice: Issues and Structures, Corporate Portfolio Analysis- SWOT Analysis, BCG Matrix, GE Nine Cell Matrix, Hofer's Matrix,</li> <li>• ETOP- Environmental Threat and Opportunity Profile, Strategic Choice- Factors and Importance.</li> <li>• Strategic Implementation: Steps, Importance and Problems, Resource Allocation- Importance &amp; Challenges</li> <li>• Strategic Evaluation and Control: Importance, Limitations and Techniques</li> <li>• Budgetary Control: Advantages, Limitations</li> </ul>
3	<b>Business, Corporate and Global Strategies</b> <ul style="list-style-type: none"> <li>• Corporate Restructuring Strategies: Concept, Need and Forms, Corporate Renewal Strategies: Concept, Internal and External factors and Causes.</li> <li>• Strategic Alliance: Concept, Types, Importance, Problems of Indian Strategic Alliances and International Businesses</li> <li>• Public Private Participation: Importance, Problems and Governing Strategies of PPP Model.</li> <li>• Information Technology Driven Strategies: Importance, Limitations and contribution of IT sector in Indian Business</li> </ul>
4	<b>Emerging Strategic Trends</b>



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- Business Process Outsourcing and Knowledge Process Outsourcing in India: Concept and Strategies. Reasons for growing BPO and KPO businesses in India.
- Reengineering Business Processes- Business Reengineering, Process Reengineering and Operational Reengineering
- Disaster Management: Concept, Problems and Consequences of Disasters, Strategies for Managing and Preventing disasters and Cope up Strategies.
- Start-up Business Strategies and Make in India Model: Process of business start ups and its Challenges, Growth Prospects and government initiatives in Make in India Model with reference to National manufacturing, Contribution of Make in India Policy in overcoming industrial sickness (**Entrepreneurship**)

### References

- Strategic Management – Fred R. David, Prentice Hall International
- Business Policy and Strategic Management- Jauch Lawrence R & William Glueck, Tata McGraw Hill
- Business Policy and Strategic Management – Dr Azhar Kazmi, Tata McGraw Hill Publications
- Business Policy and Strategic Management – Dr L. M. Prasad, Sultan Chand & Sons, New Delhi
- Business Policy and Strategic Management – Sukul Lomash and P.K Mishra, Vikas Publishing House Pvt. Ltd, New Delhi



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**Nagindas Khandwala College**

**(Autonomous)**

**Courses of Master of Commerce (M Com) Programme**

**For**

**M. Com-I Semester-II**

**Core Courses**

**Subject: E-Commerce**

**Under Academic Autonomy & Credit, Grading and Semester System**

**(To be implemented from Academic year-2016-17)**

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# 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 ofE-commerce	15
<b>Total</b>		<b>60</b>

SN	Objectives
1	To provide an analytical framework to understand the emerging world of e-commerce
2	To make the learners familiar with current challenges and issues in e-commerce
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

### Course Outcomes:

After completion of this course the learner will be able to:

- CO1:** Describe the concepts of trade and business with respect to e-commerce. (Level: Understand)
- CO2:** Analyse the various types of e-business and its e-applications. (Level: Analyse)
- CO3:** Evaluate the electronic payment methods for e-business (Level: Evaluate)
- CO4:** Explain the legal and regulatory framework for e-commerce (Level: Understand)

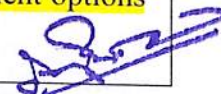


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## Detailed Syllabus

SN	Modules/ Units
1	<p><b>Introduction to Electronic Commerce –Evolution and Models</b></p> <ul style="list-style-type: none"> <li>• Evolution of E-Commerce-Introduction, History/Evolution of Electronic Commerce, Roadmap of E-Commerce in India, Main activities, Functions and Scope of E- Commerce.</li> <li>• Benefits and Challenges of E-Commerce, E-Commerce Business Strategies for Marketing, Sales and Promotions.</li> <li>• Business Models of E-Commerce- Characteristics of Business to Business(B2B), Business to Consumers (B2C), Business to Government (B2G)</li> <li>• Concepts of other models of E-commerce.</li> <li>• Business to Consumer E-Commerce process, Business to Business E-Commerce- Need and Importance, alternative models of B2B E-Commerce.</li> <li>• E-Commerce Sales Product Life Cycle (ESLC) Model</li> </ul>
2	<p><b>World Wide Web and E-enterprise (Entrepreneurship)</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• EDI and paperless trading; Pros &amp; Cons of EDI; Related new technologies use in E-commerce.</li> <li>• Applications of E-commerce and E-enterprise - Applications to Customer Relationship Management- Types of E-CRM, Functional Components of E-CRM.</li> <li>• Managing the E-enterprise- Introduction, Managing the</li> <li>• E-enterprise, Comparison between Conventional and</li> <li>• E-organization, Organization of Business in an E-enterprise, Benefits and Limitations of E- enterprise</li> </ul>
3	<p><b>E-marketing and Electronic Payment System (Skill Development)</b></p> <ul style="list-style-type: none"> <li>• E-Marketing- Scope and Techniques of E-Marketing, Traditional web promotion; Web counters; Web advertisements, Role of Social media.</li> <li>• 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.</li> <li>• 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.</li> <li>• Operational, credit and legal risks of E-payment system, Risk management options for E-payment systems, Set standards / principles for E-payment</li> </ul>



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SN	Modules/ Units
4	<b>Legal and Regulatory Environment and Security issues of E-commerce</b>
	<ul style="list-style-type: none"> <li>• Introduction to Cyber Laws-World Scenario, Cyber-crime&amp; Laws in India and their limitations, Hacking, Web Vandals, E-mail Abuse, Software Piracy and Patents.</li> <li>• Taxation Issues, Protection of Cyber Consumers in India and CPA 1986, Importance of Electronic Records as Evidence.</li> <li>• Security Issues in E-Commerce- Risk management approach to Ecommerce Security - Types and sources of threats, Protecting electronic commerce assets and intellectual property.</li> <li>• Security Tools, Client server network security, Electronic signature, Encryption and concepts of public and private key infrastructure</li> </ul>

### References

- Laudon, Kenneth C., and Carol Guercio Traver (2002) E-commerce: business, technology, society. (New Delhi: Pearson Education)
- 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 eBusiness (UK: Elsevier Ltd.)



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**Nagindas Khandwala College**

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**Courses of Master of Commerce (M Com) Programme**

**For**

**M. Com-I Semester-II**

**Subject: Research Methodology for Business**

**Syllabus**

**Under Academic Autonomy & Credit, Grading and  
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**(Implemented during the academic year 2016-2017)**

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## 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>

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

#### Course Outcomes:

After completion of this course the learner will be able to:

- CO1:** Describe the research concepts. (Level: Understand)
- CO2:** Apply the research skills in formulating the research problem. (Level: Apply)
- CO3:** Design a research proposal. (Level: Design)
- CO4:** Evaluate data and analyse it. (Level: Evaluate)
- CO5:** Develop a research report (Level: Create)



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## Detailed Syllabus

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 (Employability)</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> <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>• Interpretation of data: significance and Precautions in data interpretation</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>

### Reference Books:

1. Research Methods in Accounting, Malcolm Smith
2. Research Methods and Methodology in Finance and Accounting, by Viv Beattie and Bob Ryan