

CLASS: TE (Mechanical)			Semester:- VI	
SUBJECT: E-COMMERCE AND INDUSTRIAL FINANCE				
Periods per week.	Lecture	04		
1 Period of 60 min.	Practical	--		
	Tutorial	01		
		Hours	Marks	
Evaluation System	Theory Examination	03	100	
	Practical	--	--	
	Oral Examination		--	
	Term Work		25	
	TOTAL		125	

Sr. No.	Details	Hrs.
	E-COMMERCE	
Module 01	<p>1.1 Introduction: Understanding E-Commerce, Emergence of the internet. Emergence of the worldwide web. Advantage and disadvantages of E- Commerce, ECommerce in action, Reality and myth.</p> <p>1.2 Enabling Technologies Of E- Commerce: Internet. client/server application, Networks and internets, Software agents, Internet standards and specifications, Internet service providers, Staffing for E-Commerce.</p>	06
Module 02	<p>2. E-Commerce Business Solutions: E- Marketing, Online marketing, advantages of online marketing, E-advertising :various means, Efficiency of E- Advertising, E- branding , Marketing strategies, E-Security , Security on Net, E- business Risk management issues, E- Payment systems, Online. payment categories, Digital token based E-Payment systems, Risk and E-Payment systems, Designing E- Payment Systems. E- Customer relationship management, E- CRM solutions, E-CRM toolkit, CRM capabilities and the customer life cycle. E-Supply Chain Management. Strategic advantages and benefits, Components and architectures, Major trends in E-SCM, E- strategy server dimensions, value chain and E- strategy, Planning the E-Commerce project, Brand management strategies</p>	08
	3. Transition To E-Commerce In India:	

Module 03	E-transition challenges to Indian corporate, The information technology Act 2000, Positive aspects for corporate sector, Some Indian case studies, E- Commerce best practices, Modern trends in E-Business.	07
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Module 04	<p style="text-align: center;">INDUSTRIAL FINANCING</p> <p>4.1 The Scope Of Industrial Finance: Introduction, Finance defined, Microfinance v/s Macrofinance, Corporate finance and other disciplines, The financial manager, The goal of corporate finance, profit maximization and traditional goal, Improving open tradition through value maximization.</p> <p>4.2 Financial Markets The other form of organization Capital, cash money and Govt. securities, Financial market overview, How new securities are issued, Public issue: General cash offer, Public issue: Rights offering, Private placement. Types of financial markets The common stock market, the bond market, The money market, International financial market, Efficiency of financial market, interest rates, the term structure of interest rates, The risk structures of interest rates.</p>	09
Module 05	<p>5.1 An Overview Of Investment Appraisal Methods: Time value of money, The accounting rate of return method, The net present value method, The internal rate of return method, a comparison of NPV and RR method, Discounted payback method, Annual capital charge.</p> <p>5.2 Sources Of Long Term Finance: Equity finance, The new issues market, Right issues, Script issues, Preference shares, DEBT finance, Hybrid finance, Sources of intermediate term finance, term loans and leases, Short term financial markets, Managing corporate liquidity, The concept of circulating resources , The impact on risk and return, Managing current assets, Manage financial structure.</p> <p>5.3 Working Capital Management: Objectives,. Working capital policies, Working capital and cash conversion cycle, Overtrading, The management of stock, Management of costs.</p>	10

Module 06	<p>6.1 Mergers And Takeovers: Terminology, Justification for acquisition, Trends In takeover activities, Valuation of the target company, The financing of acquisition, Strategies and tactical issues.</p> <p>6.2 International Financial Management: Exchange rates, Fixed verses floating exchange rates, Spot rates, forward rates, Future rates, Factor affecting exchange rates, Foreign exchange exposure managing foreign exchange, Exposure Recent trends.</p>	08
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Theory Examination:

1. Question paper will comprise of total seven question, each of 20 Marks
2. Question one will be compulsory and based on maximum part of syllabus.
3. Remaining questions will be mixed in nature (for example supposed Q.2 has part (a) from module 3 then part (b) will be from any module other than module 3)
4. Only five question need to be solved.

In question paper weightage of each module will be proportional to number of respective lecture hours as mentioned in the syllabus.

Term Work:

At least six assignments / problems on concepts, Case studies and analysis based on the topics mentioned above and written test. The distribution of marks for term work shall be as follows:

- . Assignments work and case studies.....(15) Marks
- . Test (at least one):(10) Marks
- TOTAL: (25) Marks

Text Books:

1. E- Commerce A management perspective P.T.Joseph, *Prentive Hall of India Pvt. Ltd.*
2. E- Commerce strategies Charles Trepper, *Prentive Hall of India Pvt. Ltd.*
3. E- Business and ERP , Transforminf the Enterprise Grant Morris, James R. Hurley, John Willey & Sons. Inc.
4. Fundamentals of Financial Management, Prasanna Chandra, 4th Edition, *Tata Mcgraw Hill Publishing Company Ltd.*
5. Introduction to Corporate finance Terry's Maness, *Mc GraIV Hill series in Finance*

References:

1. Corporate Finance Principles And Practises, Denzil Watson & Tong Heads, Financial Time Pitman Publisher

2. Handbook Of Corporate Finance, Edward I. Altmass , Willy Professional Banking & Finance Services
3. Introduction to Financial Management, Bidil Dickerson, Eudere F. B. , *The Dryden Press*
4. E- Commerce Kenneth C. laudon, Carol G. Traver Pearson Education