

**INSTITUTE OF MANAGEMENT STUDIES
DEVI AHILYA VISHWAVIDYALAYA, INDORE
MBA e-commerce 2 YEARS
2023-25
SEMESTER III**

MBA E-Commerce 2YRS (2023-25)

1	MS5F- 601	Logistics and SCM	3
2	MS5F-603	Strategic Management	3
3	MS5F-605	Data Warehousing and Mining	3
4	MS5F-607	e-Commerce Application Development using PHP	3
5	MS5F-609	Data Analytics	3
6	MS5F-611	Business Environment	3
Electives: Select any 1 Group out of 2 Group			
7	MS5F-621	Advance Excel and AI (Group A)	3
8	MS5F-623	Python Programming (Group A)	3
9	MS5F-625	C-Sharp (Group B)	3
10	MS5F-627	J2EE Programming (Group B)	3
11	MS5F-651	Comprehensive Viva-Voce	3

INSTITUTE OF MANAGEMENT STUDIES DAVV, INDORE			
MBA (ECOMMERCE) 2 YEARS III SEM			
SUBJECT NAME	LOGISTICS AND SCM	SUBJECT CODE	MS5F- 601
		TOTAL CREDITS	3
SUBJECT NATURE : CORE			
COURSE OUTCOMES:			
CO 1: SCM Essentials: Grasp core concepts and trends in supply chain management.			
CO 2: Strategic Choices: Learn to make key decisions for SCM efficiency.			
CO 3: Practical Tools: Acquire skills in SCM software and management practices.			
Examination Scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
Course Contents			
UNIT : 1	1.1 Definition, complexity, key issues. 1.2 The role of Supply Chain Management in Economy and Organization. 1.3 Supply Chain Strategy and Performance Measures. 1.4 Outsourcing: Make Versus Buy. 1.5 Centralized vs. decentralized systems.		
UNIT : 2	2.1 Inventory Management 2.2 Transportation, 2.3 Network Design and Operations: Facility Location		
UNIT : 3	3.1 Demand Forecasting, The Role of Information Technology in Supply Chain Management. 3.2 Enabling supply chain through IT.		
UNIT : 4	4.1 Supply Chain Integration, 4.2 Supply Chain Restructuring, 4.3 Agile Supply Chains, 4.4 Pricing and Revenue Management		
UNIT : 5	Introduction to Machine Learning: History and Evolution, AI Evolution, Supervised Learning, Unsupervised Learning, Reinforcement Learning. Application of Business Analysis: Retail Analytics, Marketing Analytics,		

	Financial Analytics, Healthcare Analytics, Supply Chain Analytics.
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LEARNING RESOURCES :

1. GalitShmueli, Nitin R. Patel and Peter C. Bruce, “Data Mining for Business Intelligence – Concepts, Techniques and Applications”, Wiley India, 2016 (reprint).
2. Anil Maheshwari, “Data Analytics”, McGraw Hill Education, 2017
3. Software used - MS- Excel and Frontline Solvers XLMiner (Cloud based or student version)

Reference Books:

4. Michael J. Berry and Gordon S. Linoff, Data Mining Techniques: For Marketing, Sales and Customer Relationship Management, Wiley & Sons, 3rd Edition.
5. Joseph F. Hair, William C. Black, Barry J. Babin, Rolph E. Anderson, Multivariate Data Analysis, Pearson Education, 7th Edition, 2010

INSTITUTE OF MANAGEMENT STUDIES DAVV, INDORE			
MBA (ECOMMERCE) 2 YEARS III SEM			
SUBJECT NAME	Strategic Management	SUBJECT CODE	MS5F- 603
		TOTAL CREDITS	3
SUBJECT NATURE : CORE			
COURSE OUTCOMES:			
CO 1: Understand Basic Concepts:Grasp the principles of strategic management.			
CO 2: Analyze internal and external business environments.			
CO 3: Develop effective strategies for the current business landscape.			
Examination Scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 markseach of which best two will be considered. The end semester examination will be worth 60 markshaving theory and cases/practical problems.			
Course Contents			
UNIT : 1	1.1 Meaning, Need and Process of Strategic Management; 1.2 Business Policy, Corporate Planning and Strategic Management; 1.3 Single and Multiple SBU organizations; 1.4 Strategic Decision–Making Processes – Rational–Analytical, IntuitiveEmotional, Political – Behavioural; 1.5 Universality of Strategic Management; Strategists at Corporate Level and at SBU Level; 1.6 Interpersonal, Informational and Decision Roles of a Manager		
UNIT : 2	2.1 Mission, Business Definition and Objectives; 2.2 Need, Formulation and changes in these three; 2.3 Hierarchy of objectives, Specificity of Mission and Objectives		
UNIT : 3	3.1 SWOT Analysis: General, Industry and International Environmental Factors; 3.2 Analysis of Environment, Diagnosis of Environment – factors influencing it; Environmental Threat and Opportunity Profile (ETOP) 3.3 Internal Strengths and Weaknesses; 3.4 Factors affecting these; Techniques of Internal Analysis; 3.5 Diagnosis of Strengths and Weaknesses; Strategic Advantage Profile (SAP).		

<p style="text-align: center;">UNIT : 4</p>	<p>4.1 Strategy Alternatives: Grand Strategies and their sub strategies; 4.2 Stability, Expansion, Retrenchment and Combination; 4.3 Internal and External Alternatives; 4.4 Related and Unrelated Alternatives, Horizontal and Vertical Alternatives; Active and Passive Alternatives; 4.5 International Strategy Variations.</p>
<p style="text-align: center;">UNIT : 5</p>	<p>5.1 Strategy Choice Making: Narrowing the choices; 5.2 Managerial Choice Factors, Choice Processes – Strategic Gap Analysis, ETOP-SAP Matching, BCG Product – Portfolio Matrix, G.E. Nine Cell Planning Grid; 5.3 Contingency Strategies; 5.4 Prescriptions for choice of Business Strategy; Choosing International Strategies</p>
<p>LEARNING RESOURCES :</p> <p>Text Reading</p> <ol style="list-style-type: none"> 1. Lawrence R. Jauch and William F. Glueck, “Business Policy and Strategic Management”, McGraw Hill Book Co., New York, 2. Glen Boseman and Arvind Phatak, “Strategic Management: Text and Cases “, John Wiley and Sons, Singapore, 1989 3. Daniel J. McCarthy, Robert J. Minichiello, and Joseph R. Curran, “Business Policy and Strategy” Richard D. Irwin, AITBS, New Delhi, 1988 4. Roanld C. Christenesen,. Kenneth R. Andrews and Joseph L. Bower, “Business Policy – Text and Cases “, Richard D. Irwin, Inc., Illinois, 1978 5. AzhaKazmi, “Business Policy”, Tata McGraw Hill, New Delhi, 1999 	

INSTITUTE OF MANAGEMENT STUDIES DAVV, INDORE			
MBA (ECOMMERCE) 2 YEARS III SEM			
SUBJECT NAME	Data Warehousing and Mining	SUBJECT CODE	MS5F- 605
		TOTAL CREDITS	3
SUBJECT NATURE: CORE			
COURSE OUTCOMES			
<p>CO 1: Understand the purpose of data warehouses. Learn about data preparation, transformation, and storage.</p> <p>CO 2: Data Mining: Discover insights from large data sets.</p> <p>CO 3: Explore applications like marketing analysis and fraud detection.</p>			
<p>Examination Scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 mark each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.</p>			
Course Contents			
	<p>UNIT : 1 Introduction to Data Warehousing and Mining 1.1 Significance of data warehousing 1.2 Data warehousing architecture 1.3 OLAP vs. OLTP (Online Analytical Processing vs. Online Transaction Processing) 1.4 Tools for data extraction and preprocessing: - ETL (Extract, Transform, Load) processes - Data cleansing techniques</p>		
<p>UNIT : 2 Data Preprocessing and Cleaning</p>	<p>2.1 Techniques for handling missing data: - Imputation methods (mean, median, regression-based) - Removal of duplicate records 2.2 Outlier detection and removal: - Z-score, IQR (Interquartile Range) - Visualization-based outlier identification 2.3 Noise reduction: - Smoothing techniques (moving average, exponential smoothing) - Filtering noisy data 2.4 Data preparation for analysis and modeling: - Feature engineering - Normalization and scaling</p>		
<p>UNIT : 3 Association and Correlation Analysis</p>	<p>3.1 Association rules and applications: - Apriori algorithm - Market basket analysis 3.2 Measures of correlation: - Pearson correlation coefficient - Spearman rank correlation 3.3 Applying techniques to real-world datasets: - Retail sales data - Web clickstream data</p>		
<p>UNIT:4 Clustering Algorithms and Classification</p>	<p>4.1 Clustering algorithms: - K-means clustering - Hierarchical clustering - DBSCAN (Density-Based Spatial Clustering of Applications with Noise) 4.2 Decision trees and Naive Bayes classification: - Decision tree construction - Naive Bayes probabilistic model</p>		

	4.3 Implementation using tools like Weka: - Hands-on exercises with sample datasets
UNIT:5 Predictive Modeling and Regression	5.1 Regression techniques: - Linear regression - Logistic regression 5.2 Model evaluation metrics: - RMSE (Root Mean Square Error) - Accuracy, precision, recall - ROC (Receiver Operating Characteristic) curve 5.3 Application of regression models in business scenarios: - Sales forecasting - Customer churn prediction
<p>LEARNING RESOURCES :</p> <p>Adamson, C., & Venerable, M. (1998). Data warehouse design solutions. J. Wiley & Sons.</p> <p>Blackwood, B. D. (2015). QlikView for Finance. Packt Publishing Ltd.</p> <p>Pover, K. (2016). Mastering QlikView Data Visualization. Packt Publishing Ltd.</p> <p>Kimball, R., & Ross, M. (2011). The data warehouse toolkit: the complete guide to dimensional modeling. John Wiley & Sons.</p> <p>https://www.import.io/post/using-a-data-warehouse-in-financial-services-how-webdata-integration-helps-you-win-in-the-financial-industry/</p> <p>https://www.csub.edu/training/pgms/fdwp2/index.html https://www.voicendata.com/retail-industry-needs-data-warehousing-analytics/</p>	

INSTITUTE OF MANAGEMENT STUDIES DAVV, INDORE			
MBA (ECOMMERCE) 2 YEARS III SEM			
SUBJECT NAME	ECOMMERCE APPLICATION DEVELOPMENT USING PHP	SUBJECT CODE	MS5F-607
		TOTAL CREDITS	3
SUBJECT NATURE: CORE			
COURSE OUTCOMES:			
CO 1:PHP Basics: Understand variables, logic, and error handling.			
CO 2: E-Commerce Store: Build a complete online store with payment integration.			
CO 3:MySQL Interaction: Create databases, handle user input, and manage data.			
Examination Scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 markseach of which best two will be considered. The end semester examination will be worth 60 markshaving theory and cases/practical problems.			
Course Contents			
Unit 1 – WebApplications	1.1 Web Architecture: Web Servers, Web Browsers. 1.2 N-tier Architecture. 1.3 Client & Sever- side Technologies: -CGI, Asp, jsp. 1.4 Scripting Languages: - Sever Side, Client Side. 1.5 Working of Web-Server. 1.6 Introduction to PHP: - History, 1.7 Advantages and Disadvantage of using php		
Unit-2 Basic Language Construct	2.1 Layout of Php Program 2.2 Various type of Comments 2.3 Variable, Static Variables 2.4 Constants Declaration & Scope 2.5 Output Using Echo, Print 2.6 String-Single quoted and double quoted 2.7 Various String Manipulation Functions. 2.8 Include & Require		
Unit – 3 Control & Functions	3.1 Logical operators, Comparison operators, Ternary Operator. 3.2 Branching using if-else. 3.3 Lopping using do-while, while loop, for loop, 3.4 Break & Continue, Bounded Versus Unbounded Loops. 3.5 Arrays and Array Functions. 3.6 Prototype of functions 3.7 Declaration and Calling, 3.8 Function Scope. 3.9 Formal Parameter v/s Actual Parameters, Recursion		
Unit-4 Advanced PhpProgramming	4.1 Introduction to oops, 4.2 Building Blocks of oops-Abstraction, Inheritance, Polymorphism. 4.3 Basic PHP constructs for oop, 4.4 Constructor and destructor.		

	<p>4.5 Defining classes, Inheriting a class, 4.6 Object Declarations. 4.7 Exceptions & Exceptions Handling. 4.8 File Handling & System Functions.</p>
<p>Unit -5 Passing Information b/w Pages & Generating Dynamic Pages</p>	<p>5.1 Http protocol, GET & POST method, IP Addresses. 5.2 Connecting to Database, Making Queries. 5.3 Inserting & Fetching Data Sets. 5.4 Displaying Formatted Results on web page. 5.5 Session Management.</p>
<p>LEARNING RESOURCES : Text Book: PHP & MYSQL Bible Website: www.php.net, www.mysql.org</p>	

INSTITUTE OF MANAGEMENT STUDIES DAVV, INDORE			
MBA (ECOMMERCE) 2 YEARS III SEM			
SUBJECT NAME	DATA ANALYTICS	SUBJECT CODE	MS5F- 609
		TOTAL CREDITS	3
SUBJECT NATURE: CORE			
COURSE OUTCOMES:			
CO 1: Explore Data Visually: Learn to visualize and analyze data.			
CO 2: Understand hypothesis testing and p-values.			
CO 3: Intro to Machine Learning: Explore regression and classification.			
Examination Scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 markseach of which best two will be considered. The end semester examination will be worth 60 markshaving theory and cases/practical problems.			
Course Contents			
Unit –1 Introduction to Business Analytics	Concept of data, information, knowledge discovery. What is business analytics? Historical Overview of data analysis, Data Scientist vs. Data Engineer vs. Business Analyst, Career in Business Analytics, What is data science, Why Data Science, Applications for data science, Data Scientists Roles and Responsibility.		
Unit-2 Introduction to Database Management System	Data base System Applications, Purpose of Database Systems, The ER Model, Relational Model, Other Models Database Languages DDL and DML\ER diagrams – ER Model - Entities, Attributes and Entity sets Relationships and Relationship sets – ER Design. Overview of the SQL Query Language – Basic Structure of SQL Queries. Data: Data Collection, Data Management, Big Data Management, Organization/sources of data, Importance of data quality, Dealing with missing or incomplete data, Data Visualization		
Unit-3 Examining Data – Exploration and Transformation	Creating MS- Excel sheet and performing operations on MS- Excel Sheet - Formatting cells, inserting functions (min, max, average, sum, count, countif, etc.), copying functions and text, analysis using if – else, performing descriptive statistics & summary statistics on the data set, data analysis using Pivot charts & graphs, VLOOKUP, What-if Analysis, sorting, filtering. Creating charts/ graphs (histogram, scatter plot, line chart etc.) and Data Visualization using XL Miner for data exploration. Overview of statistical perspective – Understanding mean, median, mode, correlation analysis, normal distribution, standard deviation, variance,		
Unit- 4 Introduction to Data Ware House and Data Mining	Introduction to Data Ware Housing and Data Mining, The origins of Data Mining, OLAP and Multidimensional data analysis.		
Unit -5	Introduction to Machine Learning: History and Evolution, AI Evolution,		

<p>Introduction to Machine Learning, AI and Latest Trends</p>	<p>Supervised Learning, Unsupervised Learning, Reinforcement Learning. Application of Business Analysis: Retail Analytics, Marketing Analytics, Financial Analytics, Healthcare Analytics, Supply Chain Analytics.</p>
<p>LEARNING RESOURCES:</p> <ol style="list-style-type: none"> 1. GalitShmueli, Nitin R. Patel and Peter C. Bruce, “Data Mining for Business Intelligence – Concepts, Techniques and Applications”, Wiley India, 2016 (reprint). 2. Anil Maheshwari, “Data Analytics”, McGraw Hill Education, 2017 3. Software used - MS- Excel and Frontline Solvers XLMiner (Cloud based or student version) <p>Reference Books:</p> <ol style="list-style-type: none"> 4. Michael J. Berry and Gordon S. Linoff, Data Mining Techniques: For Marketing, Sales and Customer Relationship Management, Wiley & Sons, 3rd Edition. 5. Joseph F. Hair, William C. Black, Barry J. Babin, Rolph E. Anderson, Multivariate Data Analysis, Pearson Education, 7th Edition, 2010 	

INSTITUTE OF MANAGEMENT STUDIES DAVV, INDORE			
MBA (ECOMMERCE) 2 YEARS III SEM			
SUBJECT NAME	BUSINESS ENVIRONMENT	SUBJECT CODE	MS5F- 611
		TOTAL CREDITS	3
SUBJECT NATURE : CORE			
COURSE OUTCOMES:			
CO 1: Environmental Awareness: Understand the impact of external factors on business operations.			
CO 2: Adaptability and Strategy: Develop strategies to thrive in dynamic environments.			
Examination Scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 markseach of which best two will be considered. The end semester examination will be worth 60 markshaving theory and cases/practical problems.			
Course Contents			
UNIT : 1	1.1 Components and Significance of Business Environment, 1.2 Factors affecting environment of Business, 1.3 Economic factors and its Components, 1.4 Cultural factors and its impact on business, 1.5 Social Environment and its impact on Purchasing and Consumption, 1.6 Political Stability, 1.7 Sovereignty and its impact on the returns of Business, 1.8 Technological and its impact on internationalizing the business activities, Legal environment, 1.9 Dimensions of International Business Environment, Challenges.		
UNIT : 2	2.1 Economic Planning & Development 2.2 Indian Economic Systems-Economic planning with special reference to last three plans, public, private joint and cooperative sectors – 2.3 Industrial Policy of the Government Latest Industrial Policy 2.4 Foreign Trade Policy 2.5 Fiscal Policy and Tax System in India 2.6 Monetary Policy and Banks Reforms in India 2.7 Challenges of Indian Economy, Rural Development Efforts		
UNIT : 3	3.1 India as one of the most prominently emerging economies of world 3.2 Indian Economic Systems-Economic planning with special reference to last three plans, public, private joint and cooperative sectors 3.3 Balance of Payments		
UNIT : 4	4.1 Strategies for going Global 4.2 International Economic Integration, 4.3 Country Evaluation and Selection, 4.4 Foreign Market Entry Method, 4.5 International Trading Blocks, Their Objectives, 4.6 WTO Origin, Objectives, 4.7 Organization Structure and Functioning,		

	4.8 WTO and India.
UNIT : 5	5.1 Concepts, Disequilibrium in BOP 5.2 Methods of Correction 5.3 Tread Barriers and Tread Strategy 5.4 Free Trade vs. Protection 5.5 World Financial Environment\ 5.6 Foreign Exchange Market Mechanism 5.7 Exchange Rate Determination and Euro Currency
UNIT : 6	6.1 Emerging Scenario of Business Environment in India 6.2 Environmental Scanning: Need for Environmental Scanning, Characteristics of Environmental Scanning, Approaches to Environmental Scanning, Process of Environmental Scanning 6.3 Social Responsibilities of business in India – Introduction to concept of social responsibility, dimension of social responsibility, responsibility of business in India
LEARNING RESOURCES :	
Text Readings: 1. Shaikh Salim, Business Environment, Pearson Education, 2010 2. Mark Hirschey, Economics for Managers, Cengage, 2006 3. Palwar, Economic Environment of Business, PHI, New Delhi, 2009 4. D.N. Dwivedi, Managerial Economics, Vikas Publishing House, 2009. 5. Business Environment By Shaikh Saleem, Pearson Education	

INSTITUTE OF MANAGEMENT STUDIES DAVV, INDORE			
MBA (ECOMMERCE) 2 YEARS III SEM			
SUBJECT NAME	PYTHON PROGRAMMING	SUBJECT CODE	MS5F- 623
		TOTAL CREDITS	3
SUBJECT NATURE : GENERAL ELECTIVE 2 (GROUP A)			
COURSE OUTCOMES:			
CO1: Analyze real life situational problems and think creatively about solutions of them.			
CO2: Articulate the Object-Oriented Programming concepts such as encapsulation etc.			
CO3: Develop the ability to write database applications in Python.			
Examination Scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 markseach of which best two will be considered. The end semester examination will be worth 60 markshaving theory and cases/practical problems.			
Course Contents			
UNIT : 1	1.1 Introduction : python programming language, introduction to program and debugging, formal and natural language 1.2. Variables,Expression and Statements: Values and types, variables, variables name and keywords, statements, operators and operand, order of operations, operations on string, composition and comments 1.3 Conditionals and Iteration : modulus operator, boolean expressions, logic operators, conditional, alternative execution, nested conditionals and return statements, while statements, encapsulation and generalization 1.4 Functions and recursion : function calls, type conversion and coercion, math functions, adding new function, parameters and argument, recursion and its use		
UNIT : 2	2.1 String : string a compound data type, length, string traversal, string slices, comparison, find function, looping and counting 2.2 Lists : list values, length, membership, operations, slices, deletion, accessing elements, list and for loops, list parameters and nested list 2.3 Tuples and Dictionaries : mutability and tuples, tuple assignment, tuple as return values, random numbers and list of random numbers, counting and many buckets, dictionaries operations and methods, sparse matrices, aliasing and coping		
UNIT : 3	3.1Classes and objects : creating classes, creating instance objects, accessing attributes, overview of OOP terminology 3.2Object oriented programming terminology : Class Inheritance, Overriding Methods, Data Hiding, Function Overloading.		
UNIT : 4	4.1 Files and exceptions : text files, writing variables, directories, pickling, exceptions Building GUI using python : tkinter programming, tkinter widgets like button, canvas, entry, frame, label, list box, menu, message, scale, text, spinbox, labelframe, tkMessageBox, standard attributes, geometry management		
UNIT : 5	5.1Using Databases with Python : Installation of MySQL Database Software, Verifying MySQL in the windows Operating system , Installing		

	MySQLdb Module, Verifying the MySQLdb Interface Installation, Working with MySQLDatabase, Using MySQL from python, Retrieving All Rows from a Table, Inserting Rows into a Table, Deleting Rows into a Table, Updating Rows in a Table, Creating Database Tables through python.
UNIT : 6	6.1 Data visualization with matplotlib : line plot, multiple subplots in one figure, histograms, bar charts, pie charts, scatter plots 6.2 Handling data with pandas : series, dataframes, read and write csv file, operations using dataframeNumpy arrays : numpy - datatype, array operations, statistical functions, broadcasting
LEARNING RESOURCES :Text Books	
1. INTRODUCTION TO PROGRAMMING USING PYTHON by Y. DANIEL LIANG, PEARSON. References	
2. PYTHON PROGRAMMING: USING PROBLEM SOLVING APPROACH by REEMA THAREJA, OXFORD UNIVERSITY PRESS	

MBA (ECOMMERCE) 2 YEARS III SEM			
SUBJECT NAME	C-SHARP	SUBJECT CODE	MS5F- 625
		TOTAL CREDITS	3
SUBJECT NATURE : GENERAL ELECTIVE 1 (GROUP B)			
COURSE OUTCOMES:			
CO 1: It provide the students basic knowledge of .NetFramework and C#.			
CO 2: students should be able toLearn Basic Concept of .Net Framework and C#			
CO 3: Create Windows Application using C# AND Understand Work with ADO.Net using C#			
Examination Scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 markseach of which best two will be considered. The end semester examination will be worth 60 markshaving theory and cases/practical problems.			
Course Contents			
UNIT : 1	1.1 Features Of .NET Framework 1.2 .Net Framework Component 1.3 Features Of Common Language Runtime 1.4 Garbage Collection 1.5 CTS, CLS, MSIL		
UNIT : 2	2.1 Working With Console Application 2.2 Namespaces And Assemblies 2.3 Variable & Type 2.4 Scope And Access Level 2.5 Control Structure 2.6 Constants, Arrays, Collection		
UNIT : 3	3.1 Intro To OOPS Concepts 3.2 Encapsulation, Polymorphism, Inheritance 3.3 Concept Classes &Their Objects 3.4 Implementing Inheritance 3.5 Implementing Interface 3.6 Multiple Inheritance Using Interface 3.7 Delegate & Event Handling		
UNIT : 4	4.1 Introduction of IDE 4.2 Design Principle 4.3 Using Win Form 4.4 Working with Basic Windows Controls 4.5 Win Forms Validation 4.6 Visual Effect on Win Form 4.7 Creating User Control		
UNIT : 5	5.1 ADO.NET Connected & Disconnected Architecture 5.2 Working With Connection, Adapter, DataSet, Command, DataReader Objects 5.3 Insert, Update & Delete Records Using Connected & Disconnected Architecture 5.4 Simple And Complex Data Binding		

	5.5 Using Data Table And DataRow 5.6 Calling Stored Procedure
UNIT : 6	6.1 Creating Report Using Crystal Reports Wizard 6.2 Creating Report Using XML 6.3 Creating Setup for Windows Application. 6.4 Designing Setup Dialogs, Adding Agreements etc.
Learning Resources	
Text Readings:	
<ol style="list-style-type: none"> 1. Starting out with Visual C# 5th Edition by Tony Gaddis 2. Learn C# in One Day and Learn It Well: C# for Beginners with Hands-on Project (Learn Coding Fast with Hands-On Project) Revised Edition by Jamie Chan 3. C#: Programming Basics for Absolute Beginners (Step-by-Step C#) 2017 by Nathan Clark 	

INSTITUTE OF MANAGEMENT STUDIES DAVV, INDORE			
MBA (ECOMMERCE) 2 YEARS III SEM			
SUBJECT NAME	J2EE programming	SUBJECT CODE	MS5F- 627
		TOTAL CREDITS	3
SUBJECT NATURE : GENERAL ELECTIVE 2 (GROUP B)			
COURSE OUTCOMES:			
CO 1: To provide the students with a conceptual, analytical & Technical framework of J2EE Programming. CO 2: Understand Web Application Deployment And Creating Web Application in JSP CO 3: Understand J2EE Programming concept and Implementation			
Examination Scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 mark each of which best two will be considered. The end semester examination will be worth 60 mark having theory and cases/practical problems.			
Course Contents			
Unit –1 Core J2EE Concepts	1.1 Core J2EE concepts, 1.2 Core J2EE Technologies and component, 1.3 J2EE application programming model 1.4 Introduction to Enterprise Edition 1.5 Distributed Multitier Applications		
Unit-2 Web server and Application Server	2.1 Introduction Web server and Application Server 2.2 Deployment of J2EE application on web server 2.3 Tomcat-Introduction 2.4 Overview, installation, Configuring Tomcat 2.5 Jobs server-Introduction, Overview, installation and Configuration, Comparison		
Unit – 3 WEB. XML deployment descriptor	3.1 Detailed description of WEB. XML deployment descriptor 3.2 context-param, description, display-name, distributable 3.3 error-page, filter, filter-mapping, icon, listener, login-config 3.4 mime-mapping, resource-env-ref, resource-ref, security 3.5) constraint, security-role, servlet, servlet-mapping, session-config		
Unit- 4 Directory structure in web	4.1 Directory Structure 4.2 Steps to Create and Configure a Web Application 4.3 Create the Enterprise Application Wrapper, Create the Web Application 4.4 Creating the build.xml File, Configuring How a Client Accesses a Web Application, Configuring Virtual Hosts for Web Applications		

<p style="text-align: center;">Unit -5 JSP (Java server Pages)</p>	<p>5.1 Java Server Pages Technology, The Life Cycle of a JSP Page, Translation and Compilation 5.2 Creating Static Content, Response and Page Encoding 5.3 Creating Dynamic Content, Using Objects within JSP Pages 16 5.4 Expression Language, Deactivating Expression Evaluation, ImplicitObjects, Literals & Operators Reserved Words 5.5 JavaBeans Components, Reusing Content in JSP Pages Transferring Control, Jsp: param Element Groups of JSP Pages</p>
<p style="text-align: center;">Unit-6 Servlet</p>	<p>6.1 Introduction, configuration of a servlet on a webserver, 6.2 Difference between JSP and servlet, servlet lifecycle 6.3 Using Scope Objects, Controlling Concurrent Access 6.4 Using Scope Objects, Controlling Concurrent Access Getting Information from Requests, 6.5 Constructing Responses Filtering Requests and Responses, Programming Filters Customized Requests and Responses</p>
<p style="text-align: center;">Unit-7</p>	<p>Sample application using JSP and servlet</p>
<p>Learning Resources Text Reading: Latest Editions 1. Head first servlet & JSP by Brian Basham, Kathy Sierra and Bertrates 2. Sams Teach yourself Java JSP in 21 days 3. Pure JSP: Java server pages by James Goodwill, SAMS Web Reference: 3 https://docs.oracle.com/cd/E13222_01/wls/docs90/webapp/configurewebapp.html 4 https://docs.oracle.com/cd/E14571_01/web.1111/e13712/web_xml.htm#WBAPP502 5 https://docs.oracle.com/javase/5/tutorial/doc/bnadx.html</p>	