

**Institute of Management Studies
Devi Ahilya Vishwavidyalaya
MBA (e-Commerce 2 - Years) Semester - 2
Course Scheme**

S. No.	CODE	COURSE NAME	CREDITS	NATURE
SEMESTER II				
1.	MS5F-502	OOPS Using C++	3	DSC
2.	MS5F-504	RDBMS and SQL	3	AECC
3.	MS5F-506	Marketing Management	3	DSC
4.	MS5F-508	Computer Networks	3	DSC
5.	MS5F-510	Managerial Creativity and Innovation	3	GE - 2
6.	MS5F-512	Research Methodology	3	SEC
7.	MS5F-514	Operation Research	3	VAC
8.	MS5F-516	Java Programming	3	AECC
9.	MS5F-518	Startup & New Venture Management	3	GE - 1
10.	MS5F-552	Comprehensive Viva Voce	3	-

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
M.B.A. (e-Commerce 2years) Semester II			
Subject Name	Marketing Management	Subject Code	MS5F-506
		Total Credits	03
Subject Nature: DISCIPLINE SPECIFIC COURSE			
Course Objective:			
<ol style="list-style-type: none"> 1. The objectives of the course are to equip the students with the concept and methods of Marketing. 2. The students will be able to plan, design and carry out marketing using the techniques discussed. 			
Learning Outcome:			
At the end of the course learners will be able to;			
<ol style="list-style-type: none"> 1. Help to get a basic understanding of marketing concepts. 2. Develop skills for marketing. 3. Attain some elementary level of knowledge of sales and marketing. 			
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.			
Note: - One case / case let is to be discussed in each unit.			
Course Contents			
Unit –1 Marketing Concepts	1.1 Customer Value and Satisfaction 1.2 Customers Delight 1.3 Conceptualizing Tasks and Philosophies of Marketing Management 1.4 Value chain 1.5 Scanning the Marketing Environment.		
Unit-2 Market Segmentation, Targeting, Positioning	2.1 Market segmentations 2.2 Levels of market segmentations, patterns, procedures, requirement for effective segmentation 2.3 Evaluating the market segments, selecting the market segments, 2.4 Tools for competitive differentiation 2.5 Developing a positioning strategy 2.6 Marketing Information System 2.7 Marketing Research Process.		
Unit-3 Product Decision	3.1 Objectives, Product classification, 3.2 Product-Mix, 3.3 Product life cycle strategies, 3.4 Introduction and factors contributing the growth of packaging, 3.5 Introduction of labeling.		
Unit- 4 Pricing Decision	4.1 Factors affecting price, 4.2 Pricing methods and strategies.		

Unit-5 Distribution Decisions	5.1 Importance and Functions of Distribution Channel, 5.2 Considerations in Distribution Channel Decisions, 5.3 Distribution Channel Members.
Unit-6 Promotion Decisions	6.1 A view of Communication Process, 6.2 Developing effective communication, 6.3 Promotion-Mix elements
Unit -7 Emerging Trends in Marketing	7.1 An introduction to Internet Marketing 7.2 Multilevel Marketing 7.3 Introduction of CRM & EVENT marketing.

Learning Resources:

Text Books:

- 1. Philip Kotler “Principles of Marketing Management”, New Delhi: Prentice Hall of India.**
- 2. Philip Kotler, “Marketing Management, Planning Analysis and Control”, New Delhi, Pears on Education.**
- 3. William L. Pride and O. C. Ferrell, “Marketing Concepts and Strategies”, Boston: Houghton Mifflin Co.**
- 4. Marketing Management, Rajan Saxena, Tata McGraw Hill.**

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
M.B.A. (e-Commerce 2years) Semester II			
Subject Name	OOPS Using C++	Subject Code	MS5F- 502
		Total Credits	03
Subject Nature: DISCIPLINE SPECIFIC COURSE			
Course Objective:			
<ul style="list-style-type: none"> To expose the students to the different functions performed by managers, the roles they have to perform for those functions, and the knowledge and skills they have to develop for the roles through real life examples and cases; To provide the necessary foundation for all other courses based on management practices across the world. 			
Learning Outcome:			
At the end of the course learners will be able to;			
<ol style="list-style-type: none"> 1. Understand the fundamental concepts of object-oriented design/programming and how they are supported by the standard C++ language. 2. Write well-structured and readable C++ programs while implementing object-oriented methodology 3. Learn to implement functions, inheritance, overloading, constructors, templates, exception handling. 			
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 Introduction to Object Oriented Concepts	1.1 Programming approaches and their types 1.2 Procedure oriented programming Vs Object oriented programming 1.3 Object oriented programming need and advantages 1.4 Basics of object-oriented programming: Objects, Classes, Data abstraction, Data encapsulation, Data binding, Inheritance, Polymorphism, Dynamic binding, Message passing, Modularity		
Unit-2 C++ Programming Basics	2.1 General structure of a C++ program, I/O with C out, C in, 2.2 Program features: Data types, Operators, Comments, tokens, keywords, identifiers, commonly used header files 2.3 Control Structures, if, if-else, while, do-while, for, switch statements 2.4 Functions: Function prototyping, Call by value and reference		
Unit-3 Classes, Constructors and Destructors	3.1 Classes: Need, General form of class, creating objects, accessing class members, Scope of class and its members, C++ programs using classes 3.2 Constructors: Declaration, Special characteristics, Types of constructors 3.3 Destructors: Need, Declaration, Special characteristics		
Unit- 4 Arrays and	4.1 Arrays and their types 4.2 Virtual functions, Friend functions, Inline functions		

Unit -5 Inheritance	5.1 Need, Concept of inheritance: Derived class and Base class 5.2 Forms of inheritance 5.3 Virtual base class, Abstract class 5.4 Overloading concepts and rules, Operator overloading, Function overloading
Unit-6 Files, Templates and Exception handling	6.1 Operations on file 6.2 Generic programming, Templates concept and examples 6.3 Errors and exception, Basics of exception handling and mechanisms
<p>Learning Resources:</p> <p>Text Reading: Latest Edition</p> <ol style="list-style-type: none"> 1. “The Complete Reference C++: Fourth Edition” by Herbert Schildt 2. “Object Oriented Programming in Microsoft C++: Fourth Edition” by Robert Lafore 3. “The C++ programming Language: Fourth Edition” by Bjarne Stroustrup 4. “Object Oriented Programming with C++: Sixth Edition” by E Balagurusamy 5. “C++ Primer: Fifth Edition” by Stanley B. Lippman, Josee Lajoie, Barbara E. Moo <p>Web References:</p> <ol style="list-style-type: none"> 1. https://www.w3schools.in 2. cppreference.com 	

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
M.B.A. (e-Commerce 2years) Semester II			
Subject Name	Computer Networks	Subject Code	MS5F-508
		Total Credits	03
Subject Nature: DISCIPLINE SPECIFIC COURSE			
Course Objective: The objective of this course is to create awareness of networking concepts.			
Learning Outcome: At the end of the course students should be able to; <ol style="list-style-type: none"> 1. Understand the architectural principles of computer networking and compare different approaches to organizing networks. 2. Understand good network design: simplicity, scalability, performance, and the end-to-end principle. 3. Develop solutions for networking and security problems, balancing business concerns, technical issues and security. 4. Explain concepts and theories of networking and apply them to various situations, classifying networks, analyzing performance and implementing new technologies. 			
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.			
Note: - One case / case-let is to be discussed in each unit.			
Course Contents			
Unit –1 Introduction to Computer Networking	1.1 Computer Networking: Importance		
	1.2 Key Terminologies		
	1.3 Network Topologies		
	1.4 Standardization Bodies		
	1.5 Important Historic Milestones and Networks Origin to Current Trend		
	1.6 OSI Reference Model		
Unit-2 Internet Protocols and Connectivity Essentials	2.1 Ethernet – Wireless LAN		
	2.2 Point-to-Point Protocol		
	2.3 Internet Connection		
	2.4 Working of Modem		
	2.5 Network Interface Card		
	2.6 Internet Services		
	2.7 Digital Subscriber Line		
	2.8 Integrated Services Digital Network		
	2.9 Comparison of DSL & ISDN		
	2.10 Broadband & Base band transmission		
	2.11 Wi-Fi		
Unit – 3 TCP/IP Model in depth Working and design Network Model	3.1 TCP/IP Overview		
	3.2 TCP/IP and Internet		
	3.3 Layer of TCP/IP		
	3.4 Concept of Network Layer: Addressing		
	3.5 Circuit Switching		
	3.6 Packet Switching,		
	3.7 Internet Protocol (version 4, version 6)		
	3.8 Transport Layer: UDP & TCP		

	<p>3.9 Application Layer: Client Server Model</p> <p>3.10 DNS</p> <p>3.11 TELNET</p> <p>3.12 FTP</p> <p>3.13 SMTP Model</p> <p>3.14 HTTP</p> <p>3.15 Electronic Mail</p> <p>3.16 Search Engine</p> <p>3.17 Design Own Network Model</p>
<p>Unit- 4 Network Security Basics</p>	<p>4.1 Network Security Basics and Needs</p> <p>4.2 Cryptography</p> <p>4.3 Encryption and Decryption</p> <p>4.4 Cipher Text</p> <p>4.5 Types of Cryptography: Symmetric and Asymmetric</p> <p>4.6 Digital Signature</p> <p>4.7 Organizational Security Issues and Firewall Architecture</p>
<p>Unit -5 Introduction to AI, Robotics and Future Trends</p>	<p>5.1 Introduction to AI</p> <p>5.2 Robotics and future Trends</p> <p>5.3 AI (Overview, Philosophy, Goals, Applications) and Robotics Concept</p> <p>5.4 Future Trends of Computer Networking: IPV6 taking place all over</p> <p>5.5 Fibre Optics</p> <p>5.6 Cloud Computing</p> <p>5.7 5G</p> <p>5.8 Virtual and Augmented Reality</p>
<p>Text Reading: Latest Editions</p> <p>1 Computer Networks by Andrew S. Tanenbaum</p> <p>2 TCP/IP – Forouzan (TMH)</p> <p>3 Internet and World Wide Web, How to Program, Dietel and Dietel, Pearson Education.</p> <p>4 Head First Networking by Anderson, Benedetti and Ryan</p> <p>5 Introduction to AI Robotics by Robin Murphy</p>	

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
M.B.A. (e-Commerce 2years) Semester II			
Subject Name	RDBMS and SQL	Subject Code	MS5F-504
		Total Credits	03
Subject Nature: ABILITY ENHANCEMENT COMPUPLSORY COURSE			
Course Objective: Course Objective: To enable students to: -			
<ol style="list-style-type: none"> 1. Gain a good understanding of the architecture and functioning of Database Management Systems as well as associated tools and techniques. 2. Understand and apply the principles of data modeling using Entity Relationship and develop a good database design. 3. Understand the use of Structured Query Language (SQL) and its syntax. 4. Apply Normalization techniques to normalize a database 5. Understand the need of Database processing and learn techniques for controlling the consequences of concurrent data access. 			
Learning Outcome: At the end of the course, students will be able to,			
<ol style="list-style-type: none"> 1. Describe basic concepts of database system 2. Design a data model and schemas in RDBMS 3. Use RDBMS"s for developing industry applications 			
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 Database Concepts – A Relational Approach	<ol style="list-style-type: none"> 1.1 A Relational Approach: Database Relationships 1.2 DBMS versus Relational Data Model 1.3 Integrity Rules Theoretical Relational Languages 1.4 Design Your Database 1.5 Data Modelling and Normalization: Data Modelling 1.6 Dependency 1.7 Database Design 1.8 Normal Forms 1.9 Dependency Diagrams 1.10 Denormalization 1.11 Examples of Normalization 		
Unit-2 Install a Database Engine	<ol style="list-style-type: none"> 2.1 Download MS SQL Server or Oracle or MySQL Database Engine, and Install 2.2 Launch SQL Server Management Studio 2.3 Select New Query, and launch SQL Query 2.5 Data Types 2.6 SQL Numeric data types 2.7 Date and Time data types 2.8 Character and String data types 2.9 Binary data types, and Miscellaneous data types 		
Unit – 3 Working with Table	<ol style="list-style-type: none"> 3.1 Data Management and Retrieval: DML – Adding a New Row/Record 3.2 Customized Prompts 3.3 Updating and Deleting an Existing Rows/Records 3.4 Retrieving Data from Table 3.5 Arithmetic Operations 		

	<p>3.6 Restricting Data with WHERE Clause</p> <p>3.7 Sorting Revisiting Substitution Variables</p> <p>3.8 DEFINE command CASE Structure</p> <p>3.9 Functions and Grouping: Built-In Functions Grouping Data</p> <p>3.10 Multiple Tables: Joins and Set Operations: Join – Set Operations</p>
<p>Unit-4 PL/SQL</p>	<p>4.1 Data Manipulation transaction Control Statements</p> <p>4.2 PL/SQL Cursors and Exceptions: Cursors</p> <p>4.3 Implicit & Explicit Cursors and Attributes</p> <p>4.4 Cursor FOR loops</p> <p>4.5 SELECT...FOR UPDATE WHERE CURRENT OF clause</p> <p>4.6 Cursor with Parameters</p> <p>4.7 Cursor Variables</p> <p>4.8 Exceptions – Types of Exceptions</p>
<p>Unit -5 SQL Joins</p>	<p>5.1 The SQL Joins clause is used to combine records from two or more tables in a database.</p> <p>5.2 Views in SQL are kind of virtual tables</p> <p>5.3 SQL Indexes</p> <p>5.4 SQL Transactions</p> <p>5.5 SQL Injection</p> <p>5.1 The SQL Joins clause is used to combine records from two or more tables in a database.</p> <p>5.2 Views in SQL are kind of virtual tables</p> <p>5.3 SQL Indexes</p> <p>5.4 SQL Transactions</p> <p>5.5 SQL Injection</p>
<p>Text Book: TEXTBOOKS: 1. DATABASE SYSTEMS USING ORACLE – Nilesh Shah, 2nd edition, PHI. REFERENCE BOOKS: 2. DATABASE MANAGEMNET SYSTEMS – Arun Majumdar & Pritimoy Bhattacharya, 2007, TMH. 3. DATABASE MANAGEMENT SYSTEMS – Gerald V. Post, 3rd edition, TMH.</p>	

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
M.B.A. (e-Commerce 2years) Semester II			
Subject Name	Java Programming	Subject Code	MS5F-516
		Total Credits	03
Subject Nature: ABILITY ENHANCEMENT COMPUPLSORY COURSE			
Course Objective: The objective of this course is to help students to understand the advanced concepts of Object-Oriented Programming and Internet Programming using Java and their use in organization and processing complex business information.			
Learning Outcome: At the end of the course learners will be able to; <ol style="list-style-type: none"> 1. Create a software application using the Java programming language. 2. Debug a software application written in the Java programming language. 			
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 –I	1.1 Introduction to Java 1.2 History & features of java 1.3 Concept of Java Virtual Machine (JVM) 1.4 Java class libraries 1.5 Java development kit (JDK)		
Unit-2	2.1 JAVA Basis 2.2 Data types & variable 2.3 Operators & array 2.4 Expressions & Assignments 2.5 Modifiers & Literals 2.6 Control statements		
Unit-3	3.1 Object Oriented Programming and JAVA 3.2 Objects and Classes 3.3 Method overloading & Method overriding 3.4 Constructor 3.5 This keyword, Static keyword 3.6 Final keyword 3.7 Package 3.8 Inheritance & Super keyword 3.9 Abstract & Interface 3.10 Exception handling 3.11 Multithreaded programming 3.12 Java I/O		
Unit- 4	4.1 Types of Statements in Java 4.2 Java If-else 4.3 Java Switch 4.4 Java For Loop 4.5 Java While Loop 4.6 Java Do While Loop 4.7 Java Break Java 4.8 Continue Java 4.8 Comments Java Programs		

Unit -5	5.1 Strings in Java 5.2 Strings functions (String join()) 5.3 String lastIndexOf() 5.4 String length() 5.5 String replace() 5.6 String replaceAll() 5.7 String split() 5.8 String startsWith() 5.9 String substring() 5.10 String toCharArray() 5.11 String toLowerCase() 5.12 String toUpperCase() 5.13 String trim() 5.14 String valueOf() 5.15 Common String functions 5.16 Java Date and Time 5.17 Date and time and functions
Text Reading: Latest Editions 1) Patrick Naughton and Herbert Schildt, “JAVA The Complete Reference”, Tata McGraw Hill, 2) Bernard van Haecke, “JDBC: Java Database Connectivity”, IDG Books India, 3) James Goodwill, “Pure Java Server Pages”, Techmedia, New Delhi. Reference Books: 1) Cay S. Horstmann and Gary Cornell, “Core Java 1.2 vol. II –Advanced Features”, Sun Microsystems Press, 2) Dustin R. Callaway, “Inside Servlets”, Addison-Wesley, New Delhi. Web References: javatpoint.com, tutorialspoint.com	

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
M.B.A. (e-Commerce 2years) Semester II			
Subject Name	Research Methodology	Subject Code	MS5F-512
		Total Credits	03
Subject Nature: SKILL ENHANCEMENT COURSE			
Course Objectives:			
<ul style="list-style-type: none"> • The objectives of the course are to equip the students with the concept and methods of Business Research. • The students will be able to plan, design and carry out business research using scientific methods and prepare research report(s) / paper(s). 			
Learning Outcomes:			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> 1. Help to get solutions to the problems in the corporate world through research. 2. Develop research papers to understand the intricacies of research. <p>Describe and attain some elementary level of data analysis applicable in research.</p>			
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.			
Note: - One case / case-let is to be discussed in each unit.			
Course Contents			
Unit-1 Introduction to Research Methods	1.1 Role and objectives of business research 1.2 Types of research, 1.3 Research process: Overview 1.4 Problems encountered by researchers in India		
Unit-2 Research Design	2.1 Defining research problem, objectives and Hypothesis development, 2.2 Need for research design, 2.3 Features of a good research design 2.4 Different research designs and types of research design. (Exploratory, descriptive, experimental and diagnostic research).		
Unit-3 Sampling Theory and Design of Sample Survey	3.1 Census Vs Sample Enumerations 3.2 Objectives and Principles of Sampling 3.3 Types of Sampling, Sampling and Non-Sampling Errors.		
Unit-4 Measurement and Scaling Concepts	4.1 Measurement in research, 4.2 Measurement scales, 4.3 Sources of errors in measurement, 4.4 Techniques of developing measurement tools, 4.5 Classification and testing (reliability, verification and validity) scales 4.6 Designing questionnaires.		
Unit-5 Data Collection and Analysis	5.1 Collection, Organization and Presentation 5.2 Analysis: Univariate and bivariate Analysis (Hypothesis testing) 5.3 Multivariate Analysis (Concepts only)		
Unit-6 Report Writing	6.1 Meaning of interpretation 6.2 Techniques of Interpretation 6.3 Precautions in interpretation 6.4 Significance of report writing 6.5 Steps in report writing 6.6 Layout of report		

	6.7 Precautions in writing research reports.
Learning Resources: (latest Editions of books and material) <ol style="list-style-type: none">1. William G. Zikmund, "Business Research Methods", Orlando: Dryden Press.2. C. William Emory and Cooper R. Donald, "Business Research Methods", Boston, Irwin.3. Fred N Kerlinger, "Foundations of Behavioural Research", New Delhi: Surjeet Publications.4. David Nachmias and ChavaNachmias, "Research Methods in the Social Sciences", New York: St.Marlia's Press.5. C. R. Kothari, "Research Methodology: Methods and techniques", New Delhi: Vishwa Prakashan.	

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
M.B.A. (e-Commerce 2years) Semester II			
Subject Name	Operation Research	Subject Code	MS5F-514
		Total Credits	03
SUBJECT NATURE: ABILITY ENHANCEMENT COMPULSORY COURSE			
Course Objective:			
<ol style="list-style-type: none"> 1. The objectives of this course are to help the students acquire quantitative tools. 2. The use of these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations. 			
Learning Outcome:			
At the end of the course learners will be able to;			
<ol style="list-style-type: none"> 1. Develop models as per the requirements of the practicing managers and to get solutions from them. 2. Describe and attain of decision science skills for the management processes. 			
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 consisting of two sections A and B respectively. Section A will be of 12 marks and have two theory questions out of which a student will be required to do any one . Section B will be of 48 marks and have five numerical/cases out of which a student will be required to do any four .			
Note: - One case / case-let is to be discussed in each unit.			
Course Contents			
Unit-1 Quantitative Techniques and Operations Research	<ol style="list-style-type: none"> 1.1 Meaning, Scope of Quantitative Techniques and Operations Research in Management 1.2 Modeling in OR 1.3 Advantages and Limitations of Quantitative Techniques/Operation Research. 		
Unit-2 Linear Programming	<ol style="list-style-type: none"> 2.1 Meaning of Linear programming 2.2 General Mathematical Formulation of LPP 2.3 Graphical Analysis 2.4 Simplex Method and Big-M Method. 2.5 Advantage and limitations of LPP. 		
Unit-3 Transportation Model and Assignment Problem	<ol style="list-style-type: none"> 3.1. Transportation Problem as a particular case of LPP Mathematical Formulation 3.2 Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization (Minimization and Maximization) using Modified Distribution Method and Stepping Stone Method. 3.3. Assignment Model as a particular case of transportation model, 3.4. Formulation of assignment problems, Solution of assignment problems using Hungarian Method (Minimization and Maximization) 		
Unit- 4 Game Theory	<ol style="list-style-type: none"> 4.1 Introduction to Games 4.2 Maximin and Minimax Principles 4.3 Pure and Mixed Strategies 4.4 Rule of dominance 4.5 Solutions of Games using –Algebraic and Graphical Methods 4.6 Game theory and linear programming 		
Unit -5 Replacement Models	<ol style="list-style-type: none"> 5.1 Introduction and Scope in Management 5.2 Single Equipment Replacement Model and Group Replacement 5.3 Replacement of items which deteriorate with time and items which fails 		

	suddenly.
Unit-6 Waiting Line Models	6.1 Introduction and Scope in Management Decisions, 6.2 Queuing Models M/M/1 (Infinite and Finite Population), 6.3 Concepts and applications of M/M/C.
Unit-7 Inventory Control Models	7.1 Deterministic Inventory Control Models 7.2 ABC and other classifications
Learning Resources: Text Books: Latest Edition of- 1.Haruly M. Wagner, “Principles of Operations Research with application to managerial decisions”, New Delhi: Prentice Hall of India Pvt. Ltd. 2.Hamdy A. Taha, “Operations Research: An Introduction”, New Delhi: Prentice Hall of India Pvt. Ltd. 3.N. D. Vohra. “Quantitative Techniques”, New Delhi: Tata McGraw Hill Publications. 4.V. K. Kapoor, “Problems and Solutions in Operations Research”, New Delhi: Sultan Chand and Sons. 5.P. K. Gupta and D. S. Hira, “Operations Research”, New Delhi: Sultan Chand Publications.	

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
M.B.A. (e-Commerce 2years) Semester II			
Subject Name	Startup & New Venture Management	Subject Code	MS5F-518
		Total Credits	03
Subject Nature: GENERAL ELECTVE 1			
Course Objective: To help the student acquire the basic understanding of establishing a startup or a new venture.			
Learning Outcome: At the end of the course students should be able to; <ul style="list-style-type: none"> • Describe the strategic decisions involved in establishing a startup. • Explain the decision-making matrix of entrepreneur in establishing a startup. • Identify the issues in developing a team to establish and grow a startup. • Formulate a go to market strategy for a startup. • Design a workable funding model for a proposed startup. • Develop a convincing business plan description to communicate value of the new venture to customers, investors and other stakeholders. 			
Examination Scheme: The internal assessment will be of 40 marks based on three assessments of 20 marks each, out of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 40 marks and have theory questions. Section B will be of 20 marks and consist of case(s).			
Note: - One case / case-let is to be discussed in each unit.			
Course Contents			
Unit-1 Being an Entrepreneur	<ul style="list-style-type: none"> • Concept and Definitions • Entrepreneurial Competencies • Factor Affecting Entrepreneurial Growth • Traits/Qualities of an Entrepreneurs • Steps of entrepreneurial process 		
Unit-2 Opportunity Identification	<ul style="list-style-type: none"> • Opportunity / Identification and Product Selection • Product Selection • Conducting Feasibility Studies • Entry strategies • Intellectual Property 		
Unit-3 SME Development	<ul style="list-style-type: none"> • Small Enterprises and Enterprise Launching Formalities • Project Report Preparation 		
Unit-4 Role of Support Institutions and management of Small Business	<ul style="list-style-type: none"> •Director of Industries; DIC; SIDO; SIDBI; Small Industries •Development Corporation (SIDC); SISI; NSIC; NISBUED; • State Financial Corporation SFC; Information: assistance from different organizations in setting up a new venture, technology parks, industrial corporations, directorate of industries / cottage and small-scale industries, •SISI, Khadi & Village Industries Corporation / Board. 		
Unit-5 Law	<ul style="list-style-type: none"> •Liabilities under the Factories Act, Shops & Establishment Act, •Industrial Employment (Standing Orders) Act, Environment Protection •Act, Sale of Goods Act, maintenance & submission of statutory records & returns, understanding labor - management relationship 		

Text Reading: Latest Editions

- Dr. Jyoti Gogte **Startup and New Venture Management** Vishwakarma Publications Latest Edition
- Dr. Atul Kapdi, Dr. Pankaj Kumar Ambadas Anawade, Mrs. Vinita Ahire Kale **Startup and New Venture Management** Thakur Publications Pvt. Ltd. Latest Edition

INSTITUTE OF MANAGEMENT STUDIES (DAVV, INDORE)			
M.B.A. (e-Commerce 2years) Semester II			
Subject Name	Managerial Creativity and Innovation	Subject Code	MS5F-510
		Credit	03
Subject Nature: General Elective 2			
Course Objective:			
<ul style="list-style-type: none"> • To develop the ability of systemic thinking • To develop independence in professional world and in making business decisions 			
Learning Outcome:			
<ul style="list-style-type: none"> • Identify challenges and create solutions. • Create Commercial innovations • Define and reconstruct problems using design thinking 			
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 will have two sections A and B. Section A worth 40 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain cases/practical problems.			
Note: - One case / case-let is to be discussed in each unit.			
Course Content			
Unit-1	1.1 Define and understand creativity, 1.2 Conceptualize innovation 1.3 Design thinking process		
Unit-2	2.1 Relationship between creativity 2.2 Innovation and entrepreneurship 2.3 Barriers to creativity and innovation		
Unit-3	3.1 Process and principles of design thinking 3.2 Concept of Idea system 3.3 Importance of empathizing in innovation		
Unit-4	4.1 Design thinking tools 4.2 Innovation strategies		
Unit - 5	5.1 Application of design thinking 5.2 New product development role of innovative ideas		
Unit - 6	6.1 Importance and management of knowledge, 6.2 Application of knowledge management in product development		
Unit - 7	7.1 Social Innovation –concept 7.2 Gap between actual and real situation in social innovation perspective 7.3 Understanding social innovation through case studies		
Unit - 8	8.1 Team structures and their role in Innovation. 8.2 Establishment of team structures to facilitate the process of innovation.		
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