

MB-407
Institute of Management Studies
Devi Ahilya Vishwavidyalaya, Indore
MBA EC MS5F (2 years programme)
Semester IV

OBJECT ORIENTED ANALYSIS & DESIGN USING UML

OBJECTIVE : The objective of the course is to provide conceptual knowledge of Object Oriented Analysis and Design in software development.

EXAMINATION SCHEME: The semester examination is worth 60 marks and 40 marks for internal assessment. Students will have to answer five questions out of 7/8 questions

COURSE CONTENT:

1. **Overview of objects oriented concepts :** Objects Oriented approach, object oriented programming language, complex systems, evolution of the object model, elements of the object model.
2. **Classes and objects:** Nature of an object and their relationship, nature of a class and their relationship, classification, identifying classes and objects, key abstractions and mechanisms.
3. **Introduction to UML:** Conceptual model, Components and advantages of UML, Types of development processes, Create, analysis and evaluation of use cases.
4. **Analyses, State Diagrams and Activity Diagrams:** Analysis of requirements and system behavior to develop a conceptual model, system diagrams and system operation contract state and activity diagrams.
5. **Interaction Diagrams, Class Diagrams and Packages:** Creation and interpretation of diagrams to represent a dynamic and static model of a system (Packages).
6. **Patterns, Implementation and Construction:** CRC card design, deployment diagrams, component diagrams and their combination. Mapping designs with a programming language and the advantages of iterative and incremental development process.

CASE STUDY:OOAD and UML into a development phase

REFERENCES:

- Grady Booch, "Object oriented analysis and design", Addison Wesley publishing company.
- Bjarne Strustup, "The C++ programming language". Addison Wesley Publishing company.
- Grady Booch, "The Unified Modeling Language user guide", Pearson Education ASIA.
- Rumbaugh, "Object Oriented modeling and design" prentice-hall of India P. Ltd.
- Pierre-Alain Mulle, "Instant UML" Shroff Publishers & Distributors P. Ltd.

ASP.NET Programming

OBJECTIVE :

The objective of this course is to provide students ASP. Net programming techniques and its applications in the industry.

EXAINATION: The semester examination is worth 60 marks and 40 marks for internal assessment & 20 Marks on-Line Viva voce. Students will have to answer five questions out of 7/8 questions.

Contents

Unit 1 Introduction to Net framework

- a. The net framework
- b. Common language runtime & base class library
- c. Garbage collection mechanism

Unit 2. Introduction to web programming

- a. Types of applications
- b. Using ASP. Net
- c. Using Visual studio net.

Unit 3. Working with web objects.

- a. Understanding namespaces
- b. Reference us imports
- c. Using classes & structures
- d. Using methods & events

Unit 4. Object Oriented programming using net.

- a. Object oriented programming introduction
- b. Scope & access levels
- c. Overloading members
- d. Interface polymorphism
- e. Inheritances polymorphism

Unit 5. Introduction to VB Net.

- a. Coding standards
- b. Types of members
- c. Control structures
- d. Creating & using properties

Unit 6. Creating user interface

- a. Creating web from application
- b. Using controls
- c. Validating data
- d. Navigation between forms.

Unit 7. Storing & retrieving data with ADO net

- a. Introduction to ADO net.
- b. ADO net components
- c. Accessing data
- d. Updating data

Unit 8. Deploying ASP.net web application.

- a. Planning the deployment
- b. Creating & configuring setup project.

References:

1. Beginning ASP.Net 2005 Wrox Publication

MB - 410
MBA EC (2 years programme)
Semester IV

KNOWLEDGE MANAGEMENT

OBJECTIVE: The objective of the course is to make participants aware of using information that creates value and knowledge.

EXAMINATION SCHEME: The semester examination is worth 60 marks and 40 marks for internal assessment. Students will have to answer five questions out of 7/8 questions. Marking scheme if internal assessment will include class tests and regular class participation.

COURSE CONTENT:

1. Review of concepts of computing Evolution of Computing, data-data explosion, storage an management, approaches to DBMS Information processing information systems, organizational learning.
2. Quality, re-engineering methodologies and business paradigms : introduction, total quality management, artificial intelligence, and emerging business paradigms.
3. Knowledge Management. Introduction, Organizational Knowledge Management, Learning Organization, and Knowledge, Conversion.
4. Knowledge Management techniques, Systems and tools. Knowledge analysis, Organizational Knowledge Dissemination.
5. Organizational Knowledge Management Architecture and Implementation Strategies: Introduction, Knowledge Management Framework, Implementation, Strategies, Organizational Knowledge Management Architecture, Organizational Knowledge repositories, Knowledge Management Applications, Organizational Collaborative Platforms, Organizational Knowledge Measurement Framework and techniques, and implementation barriers.
6. K-Careers: Introductions, Knowledge Management roles and Knowledge Management Job Opportunities.

Recommended Book :

Warrier, E. Sudhir (2004) "Knowledge Management", Vikas Publishing House Ltd. New Delhi.

BUSINESS ETHICS AND MANAGEMENT BY INDIAN VALUES

OBJECTIVES : The objectives of this course are to help students gain an understanding of Business Ethics and application of Indian Values in Managerial Decision making.

EXAMINATION:

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the student. The examination paper will consist of two sections, A and B. The section A, carrying a total of 54 marks, will have five theory questions, two from Part I and three from Part II. The student will be required to attempt in total three questions, out of which at least one has to be from each Part I and II. Section B will be consisting of one or more case(s) carrying 16 marks and will be compulsory.

PART I – BUSINESS ETHICS

COURSE CONTENTS

1. The Nature and Purpose of Ethical Reflections: Introduction, Definition of Ethics, Moral Behavior, Characteristics of Moral Standards.
2. Business Ethics: Mediating between Moral Demands and Interest-Relative Autonomy of Business Morality, Studies in Business Ethics, Role of Ethics in Business, Theory of Voluntary Mediation, Participatory Ethics.
3. Moral Responsibility: Introduction; Balanced concept of Freedom, Individual Responsibility, Implications related to Modern Issues – Public Accountability and Entrepreneurial Responsibility, Moral Corporate Excellence, Corporate Responsibility.
4. Business Ethics and Individual Interest: Interest based outlook, Impact of Interest on. Moral Goals and Moral Principles, Utilitarian Views on Business Ethics, Enlightened Egoism.
5. Introduction of Duty Ethics in the Business Environment
6. Introduction to the Theories of Virtue: Productive Practices and Team Motivation; Prospects of Virtues in Business Ethics and Management Theory.

PART II – MANAGEMENT BY INDIAN VALUES

1. The Sources of Indian Values & Ethos: Introduction to Vedas, Sashtras, Smritis, Purans, Upanishads, Mahabharata, and Valmikee Ramayana, Gurugranth Sahib. Quran, and Bible Teachings of Budha and Mahaveer.
2. The Models of Leadership and Motivation in Indian Thoughts.
3. Human Behaviour: The Guna Theory, The Karma Theory, The Sanskara Theory.

4. Personal Effectiveness and Managerial Effectiveness in Indian Thoughts: Management of Self, Interpersonal Effectiveness Nishkam Karma Yoga, Professionalism and Effectiveness.
 5. Indian Heritage and Productivity: Productive Efficiency and Spirituality. Business Environment and Applications of Indian Ethos; Competition and Cooperation.
 6. Cultural Heritage of India and its Relevance for Management. Cases in Business Ethics and Management by Indian Values
- Suggested Readings

1. Peter Brately "The essence of Business Ethics", New Delhi, Prentice Hall of India, 1997.
2. S.K.Chakraborty, "Ethics in Management-Vedantic Approach" New Delhi, Oxford India Ltd.1999.
3. Swami Someswarananda, "Business Management Redefined-the Gita Way", Mumbai Jaico Publishing House, 2000.
4. Swami Jitetmananda, "Indian Ethos for Management, Rajkot, Ramakrishna Ashrama, 1996.
5. William K. Frankena, "Ethics:", New Delhi, Prentice Hall of India, 1989.
6. Norman E.Bowle and Ronald F. Duska, "Business Ethics", New Jersey, Prentice Hall Inc., 1990
7. S.K.Chakraborty, "Managerial Transformation by Values, New Delhi, Sage Publication, 1990.
8. S.K.Chakraborty, "Management by Values", New Delhi, Oxford University Press, 1992.
9. Ahmedabad Management Association (AMA), "Ancient Indian Wisdom for self-development", Ahmedabad, AMA, 1995
10. Swami Someswarananda, "Indian Wisdom for Management", Ahmedabad
11. Management Association, Ahmedabad, AMA 1996
12. Narayana, "Transformation to Transcendence-Brakthrough Ideas for Leadership in the New Millennium", Ahmedabad, AMA, 2000.
13. Ahmedabad Management Association (AMA), "Inspirations from Indian Wisdom for Management", Ahmedabad, AMA 1998.
14. Ahmedabad Management Association (AMA), "Ancient Indian Wisdom for Motivation", Ahmedabad, AMA 1997.
15. G.Narayana, "The Responsible Leader-A Journey Through Gita", Ahmedabad, AMA 2000.
16. Swami Rangathannda, "Universal Message of the Bhagvad Gita", Vol. 1, 2 and 3 Calcutta, Advaita Ashrama, 2001.
17. S.K.Chakraborty, "Managerial Effectiveness and Quality of work life-Indian insights", New Delhi, Tata McGraw Hill Publishing House, 1991.

MB-408
MBA EC (2 years programme)
Semester IV

Software Quality Assurance

OBJECTIVE : The objective of the course is to make the students updated about the software quality policy and process. The syllabus also covers the software testing methods and tools.

EXAMINATION SCHEME: The semester examination is worth 60 marks and 40 marks for internal assessment. Students will have to answer five questions out of 7/8 questions

1. **Introduction:** - Software Quality Assurance, Software Models, Software Life Cycle, Testing Life Cycle.
2. **Types of Testing:-** Software Testing, Scope, Importance of testing; Types of Functional Testing like- Static & Dynamic testing, black box & white box testing. Unit, Integration, System, Acceptance, Alfa, Beta, Positive, Negative, Ad-hoc and Monkey testing, Understanding basics of performance, Stress, scalability, capacity and load testing.
3. **Planning:** - Planning test efforts, test plan contents, designing, documenting and tracking test cases.
4. **Testing:** - Testing for currency, time zone, language specific and localization. (Practice on an example application) User interface, UI standards & guidelines; Browser based variations (Practice on an example application with IE), Testing of software on different platforms, Software testing for interaction with other applications, (Practice on Windows), Root Cause Analysis, Basic DB concepts and testing specific DB topics.
5. **Security:** - Understanding security, types of security testing
6. **Automation:** - Basic Concept of automation, Tools support for testing, Types of test tools, Advantages of test tools and Selection of test tools.
7. **Bug Tracking:** - Introduction to bug tracking system, Bug Tracking Tools, Managing bug cycle, prioritizing bugs (Practice with tool)
8. **Configuration:** - Understanding configuration management, Configuration Management Tools, Installation, Web server and application server.

Best Reading: -

1. Software Engineering – Roger S. Pressman
2. **Ian Sommerville** - Software Engineering
3. **Systematic Software Testing** - by Rick David Craig, Stefan P. Jaskiel
4. **Software Testing Techniques** - by Geoffrey Miller, Scott Loveland, Michael Shannon, Richard Prewitt

MB - 411
MBA EC (2 years programme)
Semester IV

Cyber Law & Business Regulatory framework

Objectives

At the completion of this course the student will be able to:

Identify the emerging legal issues in a digital networked environment including general issues of Jurisdiction and enforcement of rights and liabilities in Cyberspace and Understand and evaluate how these developing concepts affect the flow of information in society and the work of information professionals. Students will also be able to analyze recent developments in national and global information policy, the nature of the policy making process and the identities and positions of the various stakeholders.

EXAMINATION: The semester examination is worth 60 marks and 40 marks for internal assessment. Students will have to answer five questions out of 7/8 questions.

Topics

1. UNCITRAL Model Law, 2. Introduction To Information Technology Act, 2000 Object; Scope; Scheme Of The Act; Relevancy With Other Laws.

Jurisdictional Issues

Civil Jurisdiction; Cause of Action; Foreign Judgment; Exclusion Clause of Contract; Jurisdiction Under IT Act, 2000.

2. Digital Signature: Technical Issues & Legal Issues

Digital signature; Digital signature Certificate; Certifying authorities and liabilities in the event of Digital signature Compromise; E- Governance in India.

3. Concept of Cyber Crime & the IT Act, 2000

Cyber Crimes: Technical Issues; Cyber Crimes : Legal Issues; Cyber Crimes : Legal Issues [Penalty under the IT Act]; Cyber Crimes : Legal Issues [Offences under the IT Act]; Cyber Crimes : Legal Issues [Offences under IPC]; Cyber Crimes & Investigation; Cyber Crimes & Adjudication.

4. Protection of Cyber Consumers in India

Are Cyber Consumers Covered Under The Consumer Protection Act ?; Goods and Services; Defect in goods and deficiency in services; Restrictive and unfair trade practices; Consumer Foras, Jurisdiction And Implications On Cyber Consumers In India.

5. Evidence Law vis-a-vis IT Law

Status Of Electronic Record As Evidence; Proof And Management Of Electronic Records; Relevancy, Admissibility And Probative Value Of Evidence; Proving Of Digital Signature; Proving Of Electronic Message

6. IPR Issues in a nutshell

Copyright Issues; Patent Related Issues; Trade Mark Issues; Design & related issues

Business Regulatory Framework :

1. Provisions of the Companies Act, 1956 relating to Formation of company
2. Monopolies and Restrictive Trade Practices Act, 1969 (Relevant Provisions) and Competition Law.
3. SEBI Act, 1992 - Functions of SEBI. Powers of SEBI in relation to securities markets. Guidelines for Security issues.
4. Consumer Protection Act, 1986 - Objectives. Rights of consumers. Mechanism of Redressed of Consumer grievances.

Suggested Readings:

1. Ramaiya, A., *Guide to Company Law*, Wadhwa, Nagpur, 2000
2. Shah, S.M., *Lectures on Company Law*, N.M. Tripathi, Mumbai, 2000.
3. Puliani, Ravi and Mahesh Puliani, *Corporate Laws*, Bharat Law House Private Ltd., New Delhi, Sept., 2000.
4. Gulshan, S.S. and G.k. Kapoor *Corporate and Other Laws*, New Age International (Paper) Ltd , New Delhi, 7th ed., 2000.

MB - 405
MBA EC (2 years programme)
Semester IV

IT ENABLED SERVICE MRKETING

OBJECTIVE: The objective of this course is to introduce the changing scenario of the services marketing for developing skills in ITES Marketing

EXAMINATION: The semester carries 90 marks in two sections (A and B), Section A worth 48 marks carries five theory questions & section B worth 22 marks carries case studies.

COURSE CONTENTS:

1. **Services Fundamentals:**

Concept, Characteristics, Classification of Services, Business Models, and Emerging Trends.

2. **Strategic Issues:**

- *Planning Process, New Services Launch
- *Environment –Socio-Economic, Political, Legal, Technology.
- *Segmentation, Differentiation, & Positioning
- *Effect of ITeS Marketing on Consumer Behavior
- *Database Marketing & Knowledge Management
- *Quality and Productivity

3. **Marketing mix & Management in ITeS Marketing :**

- *Product
- *Price
- *Place & Distribution Matrices
- *Promotion
- *People
- *Physical Evidence
- *Process

4. **ITeS Applications:**

- Financial Services – Banking, Capital Markets, Insurance
- Health Services – Hospital Information Systems, Pharmacy, Tele-Medicine.
- Retail & Tourism
- Information Technology & Communications Industry (ITC) and BPO
- Government Services

5 **CRM**

Evolution of CRM – Paradigm shift in marketing, Introduction, Significance and benefits of CRM to different business organizations.

Books:

1. e-Marketing by J. Strauss, A. Ansary, Paymond Frost, PHI Publications.
2. Marketing Moves by Philip Kotler, PHI Publications.
3. e-Services by Rust & Kannan, PHI Publications.
4. Services Marketing by Christopher Lovelock, PHI Publications.

MB - 406
MBA EC (2 years programme)
Semester IV

CRM (CUSTOMER RELATIONSHIP MANAGEMENT)

OBJECTIVE To introduce the concept of Relationship Marketing and the technology used therein.

EXAMINATION: The semester carries 60 marks in two sections A and B. Section A worth 40 marks has 5 theory questions and B has case studies for 22 marks.

UNIT 1 INTRODUCTION

Evolution of CRM – Paradigm shift in marketing, Introduction, Significance and benefits of CRM to different business organizations.

UNIT 2 CONCEPTS OF CRM

Concept of Customer Lifecycle, Lifecycle stages, Customer Lifecycle Management, Customer Lifetime Value assessment, Customer – Product profitability analysis.

UNIT 3 DATABASE MANAGEMENT FOR CRM

Customer Acquisition – Requisites, the process of acquisition.
Customer Retention - Importance and the process.
Customer Attrition – Reasons, Grievance handling.
Customer Defection – Causes and strategies to prevent defection.

UNIT 4 CRM – THE PROCESS

The CRM Model, Benefits of CRM Process, The challenges to the process.

UNIT 5 CRM IMPLEMENTATION

Optimal allocation rules, CRM metrics

UNIT6 CRM TECHNOLOGY

ECRM, Web Portals, ERP, Call Centres.

UNIT 7 TOWARDS CUSTOMER EXPERIENCE

Introduction to the concept, Levels of Experience, Brand experience.

References:

1. Customer Relationship Management
Emerging Concepts, Tools and Applications - Sheth, Parvatiyar, Shainesh.
2. Handbook of Relationship Marketing – Sheth and Parvatiyar.
3. Customer Relationship Management
A step-by-step approach – H Peeru Mohamed and A Sagadevan
4. The handbook of Customer Relationship Management – Ken Burnett

MB - 402
MBA EC (2 years programme)
Semester IV

ENTERPRISE JAVA BEANS

OBJECTIVE :

The objective of this course is to provide students Enterprise java beans programming techniques and its applications in the industry.

EXAINATION: The semester examination is worth 70 marks and 10 marks for internal assessment & 20 Marks on-Line Viva voce. Students will have to answer five questions out of 7/8 questions.

COURSE CONTENT:

Unit 1 **EJB** :Application server, EJB Introduction, EJB architecture, The client, Session beans, Entity beans, Entity bean relationship, Message driven beans, Transactions, Exceptions, Security, Deployment.

Unit 2: **EJB related Design Patterns**, service locator, session facad.

Unit3: **JMS** : Introduction, Messaging Asynchronously, Topic Queue, Details of JMS

Unit4 : **Minor project**

TEXT READINGS:

1. Mastering EJB
2. EJB by O'reilly
3. Head first EJB

MB - 401
MBA EC (2 years programme)
Semester IV
J2ME

OBJECTIVE :

The objective of this course is to provide students J2ME programming techniques and its applications in the industry.

EXAMINATION: The semester examination is worth 70 marks and 10 marks for internal assessment & 20 Marks on-Line Viva voce. Students will have to answer five questions out of 7/8 questions.

COURSE CONTENT:

1. J2ME specifics

J2ME Platform Overview,
J2ME components: KVM, CLDC, MIDP
Overview of profile system Architecture
J2ME and other Platforms
Testing code

2. MIDP & MIDlets

Mobile information device profile
Creating MIDP applications
Midlet Execution Environment and Lifecycle
Midlet suites
Midlet deployment

MIDP High-level User Interface
Graphical User Interfaces with MIDP,
Displays, Commands, Pointers, Screens

MIDP Low-level User Interface
Canvas, Painting and Graphics, Animation Support, Text & Image render, Event Handling,
Multithreading

3. J2ME Capabilities

Streamed IO
Socket IO (TCP/IP)
J2ME IO
Networking with HTTP
Persisting data on portable devices - JSR 75

4. Connectivity

SMS
Bluetooth
IrDA - Infrared Data Adapter
Networking
Push Registry

5. APIs

MMAPI - JSR 135
SIPAPI - JSR 180
Game API

TEXT READINGS:

1. J2ME: The Complete Reference Author : James Keogh Publication: McGraw-Hill OsborneMedia
2. Wireless J2ME Platform Programming Author: Vartan Piroumian Publication: Prentice Hall
3. J2ME in a Nutshell Author: Kim Topley Publication: O'Reilly

MB - 404
MBA EC (2 years programme)
Semester IV

C#. Net programming

OBJECTIVE :

The objective of this course is to provide students C#. Net programming techniques and its applications in the industry.

EXAINATION: The semester examination is worth 60 marks and 40 marks for internal assessment & 20 Marks on-Line Viva voce. Students will have to answer five questions out of 7/8 questions.

COURSE CONTENT:

Unit 1: Introduction to .net framework

- a. . Net framework basics
- b. Common Language runtime & base class library
- c. Garbage collector
- d. Introduction to visual studio .Net development environment

Unit 2: Introduction to C#.Net

- a. Using Classes & Structures
- b. Using Methods & events
- c. Scope & access levels
- d. Datatypes & members

Unit3: Creating user interface

- a. User interface design principles
- b. Using forms
- c. Using Controls & components

Unit 4 : Control structures available with c#.Net

- a. If then Else
- b. Select Case
- c. For Next
- d. While
- e. Do loop

Unit 5 : Validating Char input

- a. Validation requirements
- b. Field level validation
- c. Form level validation
- d. Creating & using properties

Unit6: Data Access using ADO.net

- a. Overview of ADO.Net
- b. ADO.Net components
- c. Accessing data using ADO.Net Components
- d. Updating data using ADO.Net Components

Unit 7 :- Deploying application

- b. Planning the deployment
- c. Creating & configuring setup project

References:

1. Beginning C#.Net 2005 Wrox Publication
2. O'reillys C#.Net 2005
3. Professional C#.Net 2005 Microsoft Press