

**INSTITUTE OF MANAGEMENT STUDIES
PROPOSED NOMENCLATURE AND COURSE OUTLINE
FOR
M.B.A (EC) MS5E 2 Years PROGRAMME(2017-19)
I SEMESTER**

Programme Objectives:

1. To develop the techno managers with deep understanding of managerial aspects as to use Information Technology effectively and efficiently.
2. To help the students with a view to emulate, entrepreneurial ventures in e-commerce and m-commerce.
3. To prepare the students to cope with the ever changing IT- Industry and to use Information technology to gain competitive advantage in business.

Sl.	Sub. Code	Present Subject	Proposed subject	
1	MB101	Fundamental of Management	Fundamentals of Management	Ability enhancement
2	MB102	Accounting for Manager	Business Accounting	Ability enhancement and skill development
3	MB103	IT for Manager	IT for Business Application	Core
4	MB104	Organisational Behaviour	Business Ethics & management by Indian values	Generic/interdisciplinary
5	MB105	Business Maths & Statistics	Quantitative Methods	Generic/interdisciplinary
6	MB106	Introduction to Unix & Linux (added to IT for managers)	Organisational Behaviour	core
7	MB107	Communication Skill	Business Communication	Ability enhancement
8	MB108	Web Design Animation Tools	Web Design and Animation	core
9	MB109	Comprehensive Viva	Comprehensive Viva	

II SEMESTER

Sl.	Sub. Code	Present Subject	Proposed subject	Elective type
1	MB201	Software Engg. and Project Mgmt.	OOPS using C++	Ability enhancement and skill development
2	MB202	*Marketing Management	RDBMS	Ability enhancement and skill development
3	MB203	OOPS using C++	Marketing Management	core
4	MB204	Research Methodology	Research Methodology	generic
5	MB205	Introduction to e-business	e-business	core
6	MB206	Introduction to Networking	Computer Networks	core
7	MB207	Operation Research	Management Science/Operations research	generic
8	MB208	Internet Programming Using Java	Java Programming	core
9	MB 209	Comprehensive Viva voce		

III SEMESTER

Sl.	Sub. Code	Present Subject	Proposed	Type
1	MB-301	J2EE Programming	J2EE Programming	Elective Disciplines centric(A)
2	MB-302	Common Architecture JAVA	Common Architecture in JAVA	Elective Disciplines centric(A)
3	MB-303	VB.Net Programming	DOT NET Programming	Elective Disciplines centric(B)
4	MB-304	SQL Server 2000	SQL Server	Elective Disciplines centric(B)
5	MB-305	Internet Marketing	Digital Marketing	core
6	MB-306	International Business	Software engineering and Quality Management	core
7	MB-307	Search Engine Optimization	Search Engine Optimization	core
8	MB-308	e-Commerce Application Using PHP	e-Commerce Application Using PHP	core
9	MB-309	Financial Management	Data Analytics	Ability enhancement and skill development
10	MB-310	Business Transformation & Tools	Human Resource management	Generic/interdisciplinary
11		Proposal to be taken	Major Project- Proposal and Development	Ability enhancement and skill development
12	311	Comprehensive Viva		

* Any two to be selected by the Student.

IVth SEMESTER

Sl.	Code	Subject	Proposed	type
1	MB401	J2ME Programming	Mobile application development	Elective Disciplines centric(A)
2	MB402	EJB Programming	Data base framework using hibernate	Elective Disciplines centric(A)
3	MB403	ASP.Net	Advance DOT NET Programming	Elective Disciplines centric(B)
4	MB404	C#.net	Model View Controller	Elective Disciplines centric(B)
5	MB405	ITES Marketing	ITES Marketing and CRM	core
6	MB406	RDBMS	Strategic Management	core
7	MB407	Software Quality Assurance	Knowledge Management	core
8	MB408	Knowledge Management	Cyber Law & Business Regulatory framework	core
9	MB409	Business Ethics & management by Indian values	Major Project- Submission and Evaluation/Entrepreneurship	Ability enhancement and skill development
12	MB410	Comprehensive viva voce		

