

**Institute of Management Studies  
Devi Ahilya Vishwavidyalaya  
MBA (eCommerce 2 Years) Semester 1  
Course Scheme**

<b>S. No.</b>	<b>CODE</b>	<b>COURSE NAME</b>	<b>CREDITS</b>	<b>NATURE</b>
<b>SEMESTER I</b>				
1.	MS5F-501	Management Principles and Practices	3	DSC
2.	MS5F-507	Organizational Behaviour	3	SEC
3.	MS5F-515	e-Business	3	DSC
4.	MS5F-505	IT for Business Application	3	DSC
5.	MS5F-509	Quantitative Methods	3	AECC
6.	MS5F-511	Business Ethics and Management by Indian Values	3	VAC
7.	MS5F-503	Business Accounting	3	AECC
8.	MS5F-513	Managerial Communication	3	GE 1
9.	MS5F-517	Business Environment	3	GE 2
10.	MSF5-551	Comprehensive Viva Voce	3	-

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
M.B.A. (e-Commerce 2 Years) Semester I			
Subject Name	Management Principles and Practices	Subject Code	MS5F-501
		Total Credits	03
<b>Subject Nature: DISCIPLINE SPECIFIC COURSE</b>			
<b>Course Objective:</b>			
<ol style="list-style-type: none"> <li>1. To expose the students to basic concepts of management.</li> <li>2. To enable them to gain appreciation for emerging ideas, techniques, procedures and practices in the field of management.</li> <li>3. To highlight professional challenges that manager's face in various organization.</li> </ol>			
<b>Learning Outcome:</b>			
At the end of the course learners will be able to;			
<ol style="list-style-type: none"> <li>1. Interpolate various managerial skills, roles, functions and levels.</li> <li>2. Acquire the knowledge of Management Process, theories and structure.</li> <li>3. Engage in management functions: Planning, organizing, staffing, directing and controlling</li> <li>4. Explore role of IT in management functioning.</li> </ol>			
<b>Examination scheme:</b>			
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.			
<b>Note: - One case / case let is to be discussed in each unit.</b>			
<b>Course Contents</b>			
<b>Unit –1 Concept of Management</b>	1.1 Nature and Purpose of Management 1.2 Managing: Science or Art? 1.3 The Evolution of Management Thoughts 1.4 The Function of Manager: Planning, Organizing, Staffing, Leading and controlling. 1.5 Theories: Classical, Human relations and Contingency 1.6 System approach to Management Process.		
<b>Unit-2 Planning and Strategies</b>	2.1 Nature and Purpose of Planning 2.2 Planning process, Principles of Planning 2.3 Types, Advantages, Limitations and Steps in Planning 2.4 Objectives, Management by Objectives. 2.5 Strategies, Policies and Planning Premises 2.6 Strategic Planning Process (TOWS Matrix, Porters Generic Competency) 2.7 Forecasting 2.8 Decision Making, Models, Managerial decision-making process		
<b>Unit-3 Organizing</b>	3.1 Nature, Purpose and Principles of Organizing 3.2 Formal and Informal Organization, Organization Levels and the Span of		

	<p>Management.</p> <p>3.3 Structure and Process of Organization.</p> <p>3.4 Departmentation</p> <p>3.5 Line and Staff Authority, Conflict</p> <p>3.6 Decentralization of Authority and Methods</p> <p>3.7 Delegation of Authority and Kinds</p> <p>3.8 Organization Charts.</p>
<b>Unit- 4 Directing and Staffing</b>	<p>4.1 Concept, Importance and elements of Directing</p> <p>4.2 Direction Process, Principles of effective direction</p> <p>4.3 Definition of Staffing, an overview of Staffing Function,</p> <p>4.4 Knowledge worker</p>
<b>Unit-5 Controlling</b>	<p>5.1 Concept and Process of Control, Control Techniques</p> <p>5.2 Human Aspects of Control, Control as a Feedback System</p> <p>5.3 Profit and Loss Control, Control Through Return on Investment</p> <p>5.4 Major Controlling Techniques: Budgetary and Non-Budgetary Control Devices,</p> <p>5.5 The Use of Computer for Controlling and Decision Making, The Challenges Created by IT as a Control Tool</p>
<b>Unit-6 Contemporary Management Issues and its Challenges</b>	<p>6.1 Cross cultural issues in management-Diversity and the new work force.</p> <p>6.2 New ways of managing the workforce-Neuro managing, Globalization and its complexity</p> <p>6.3 Service economy, Management communication and technology, Knowledge management and knowledge economy.</p>
<p><b>Learning Resources:</b></p> <p><b>Text Books:</b></p> <p>1.1. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India</p> <p>2.2. Harold Koontz, Heinz Weihrich and Mark V Cannice, 'Management -A global perspective</p> <p>3.3. P.Subba Rao, Principles of Management, Himalaya Publishing</p> <p>4.4. Mukherjee, Principles of Management and Organizational behavior, Tata McGraw Hill</p> <p>5.5. K.Aswathappa, Organizational Behaviour, 5Ed, Himalaya Publishers, 2001.</p> <p>6.6. Sridharan Bhat, Management and Behavioural Process, Text and Cases, Himalaya Publishers</p> <p>7.7. L.M.Prasad, Principles and Practice of Management, 7Ed, S.Chand Publishers, 2007.</p>	

<b>INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE</b>			
<b>M.B.A. (e-Commerce 2 Years) Semester I</b>			
<b>Subject Name</b>	<b>Organizational Behavior</b>	<b>Subject Code</b>	<b>MS5F-507</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: SKILL ENHANCEMENT COURSE</b>			
<b>Course Objective:</b> Objective of this course is to help students to understand human Behavior in organizations at cross cultural level so that they improve their managerial effectiveness.			
<b>Learning Outcome:</b> At the end of the course learners will be able to; <ol style="list-style-type: none"> <li>1. Demonstrate an understanding of key terms, theories/ concepts and practices within the field of OB.</li> <li>2. Demonstrate competence in development and problem solving in the area of management.</li> <li>3. Analyze the key issues related to administrating the human elements such as Perception, Learning, Motivation, Leadership, Team Building and others.</li> <li>4. Know the meaning of terminology and tools used in managing employees effectively.</li> </ol>			
<b>Examination Scheme:</b> 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.			
<b>Note: - One case / case-let is to be discussed in each unit.</b>			
<b>Course Contents</b>			
<b>Unit –1 Introduction</b>	<b>1.1</b> Definition, concept, need and importance of OB <b>1.2</b> Nature and scope of OB <b>1.3</b> OB models		
<b>Unit-2 The Individual Behavior</b>	<b>2.1 Personality:</b> Determinants and attributes <b>2.2 Perception:</b> Factors influencing perception, process, Attribution theory <b>2.3 Learning:</b> Concept, Theories of learning <b>2.4 Attitude:</b> Concept and types, cognitive dissonance theory		
<b>Unit-3 Motivation</b>	<b>3.1</b> Definition, concept and theories of motivation - Maslow's Hierarchy of Needs, Herzberg's Two Factor theory <b>3.2</b> ERG theory, Vroom's Expectancy theory, <b>3.3</b> Equity theory, Reinforcement theory and Behavior Modification.		
<b>Unit- 4 Group Behavior</b>	<b>4.1</b> Defining and classifying group <b>4.2</b> Group development, properties, structure, process <b>4.3</b> Group Dynamics: Group think, Group shift <b>4.4</b> Teams: Types, creating effective teams		
<b>Unit -5 Emotional Intelligence and</b>	<b>5.1</b> Nature and significance of leadership, leadership in different cultures <b>5.2</b> Leadership theories and styles, Trait theories, Behavioral theories: Ohio studies, Michigan studies and managerial grid <b>5.3</b> Contingency theories: Fiedler's model, SLT theory, LMX theory		

<b>Leadership</b>	Path goal theory <b>5.4</b> Emotional Intelligence – Framework <b>5.5</b> EI Implications for an individual and managerial effectiveness.
<b>Unit-6 Organizational Change and Conflict Management</b>	<b>6.1</b> Organizational Change: forces of change, resistance to change Lewin’s change management model <b>6.2</b> Meaning of conflict, types, transition in conflict thoughts <b>6.3</b> Conflict Process <b>6.4</b> Conflict management Techniques
<p><b>Learning Resources:</b></p> <p><b>Text Reading:</b> Latest Edition</p> <ol style="list-style-type: none"> <li>1. Stephen P. Robbins, Timothy A Judge, Seema Sanghi “Organizational Behaviour”, Pearson Education, 13th Ed., 2009.</li> <li>2. K. Aswathappa: Organization Behavior, Himalya publishing House</li> <li>3. Fred Luthans, “Organizational Behaviour”, New York, McGraw Hill, 8th Edn.</li> <li>4. John W Newstrom: Organisational Behaviour, Mc Graw Hill</li> <li>5. Kavita Singh: Organisational Behaviour Text and Cases, Pearson</li> <li>6. Margie Parikh Rajen Gupta: Organisational Behaviour, Mc Graw Hill 2011</li> <li>7. P G Aquinas: organizational Behaviour, Excel books</li> <li>8. Udai Pareek, Understanding Organizational Behavior, Oxford Higher Education, 2nd Edition,2008</li> <li>9. M.N. Mishra, Organizational Behavior, Vikas Publishing House, Reprint2008</li> </ol>	

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
M.B.A. (e-Commerce 2 Years) Semester I			
Subject Name	Introduction to E-Business	Subject Code	MS5F-515
		Total Credits	03
<b>Subject Nature: DISCIPLINE SPECIFIC COURSE</b>			
<b>Course Objective:</b>			
<ol style="list-style-type: none"> <li>1. The objective of this course is to learn concept, dimensions and approaches of e-business &amp; e-commerce and future business technologies.</li> <li>2. Elaborate challenges in adopting and implementing new business technologies to the traditional business or creating strategies for new e-business models.</li> </ol>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>1. Explain the basic concept of e-business &amp; e-commerce.</li> <li>2. Explain the process of developing and implementing e-business and be aware of the ethical, social and security issues in e-commerce business models.</li> <li>3. Explain the role of information systems in organizations, the strategic management processes, and the implications for the management.</li> </ol>			
<b>Examination scheme:</b>			
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.			
<b>Note: - One case / case-let is to be discussed in each unit.</b>			
<b>Course Contents</b>			
<b>Unit –1</b> Introduction to eBusiness & eCommerce	<ol style="list-style-type: none"> <li>1.1 Define e-Commerce and e-Business,</li> <li>1.2 Define Types of eCommerce transactions.</li> <li>1.3 Define e-Business Models.</li> <li>1.4 Internet Marketing and e-Tailing.</li> <li>1.5 Elements of e-Business Models.</li> <li>1.6 Explain the benefits and limitations of e-Commerce.</li> </ol>		
<b>Unit-2</b> eMarketplaces: Structures, Mechanisms, Economics, & impacts: -	<ol style="list-style-type: none"> <li>2.1 Define e-Marketplace and Describe their Functions.</li> <li>2.2 Explain e-Marketplace types and their features.</li> <li>2.3 Describe the various types of auctions and list their characteristics.</li> <li>2.4 Discuss the benefits, limitations and impacts of auctions.</li> <li>2.5 E-Commerce in the wireless environment. Competition and impact on industry.</li> </ol>		
<b>Unit – 3</b> E-Business applications, E-Procurement and E-Payment Systems: -	<ol style="list-style-type: none"> <li>3.1 e-Commerce Integration and e-Business applications.</li> <li>3.2 ERP, e-SCM, CRM, E-Payment.</li> <li>3.3 E-Procurement definition, processes, methods and benefits.</li> <li>3.4 Discuss the categories and users of smart cards.</li> <li>3.5 Describe payment methods in B2B EC.</li> </ol>		
<b>Unit- 4</b> Electronic Documents & Security Issues	<ol style="list-style-type: none"> <li>4.1 Electronic Library &amp; types of digital documents</li> <li>4.2 Data Warehousing</li> <li>4.3 Digital Signature</li> <li>4.4 Client Server Security</li> </ol>		

	<p>4.5 Data &amp; Documents security</p> <p>4.6 Firewalls</p> <p>4.7 Introduction to Cloud &amp; Data Mining</p>
<p><b>Unit -5</b> The Impact of E-Business on Different Fields and Industries</p>	<p>5.1 Electronic Healthcare platforms &amp; Applications</p> <p>5.2 Banking and Personal Finance Online.</p> <p>5.3 Financial Marketplaces &amp; Advisories</p> <p>5.4 On demand Entertainment</p> <p>5.5 E-Tourism · Employment and Job Market Online</p> <p>5.6 Online Real Estate.</p> <p>5.7 Online Publishing and e-Books.</p> <p>5.8 On-Demand Delivery Systems and E-Grocers.</p>
<p><b>Unit – 6</b> Introduction to Web development, Graphic Designing &amp; Online Marketing Concepts</p>	<p>6.1 Introduction to Wordpress</p> <p>6.2 Introduction to Graphics, Designing softwares and tools</p> <p>6.3 Online marketing concepts and strategies</p> <p>6.4 Online marketing channels</p>
<p><b>Text Reading: Latest Editions</b></p> <ol style="list-style-type: none"> <li>1 E-Business and E-Commerce Management: Strategy, Implementation and Practice by Dave Chaffey, Financial Times/ Prentice Hall; 5th edition</li> <li>2 Ravi Kalakotta and Whinston B., “Frontiers of E-Commerce”, Addison-Wesley, New Delhi.</li> <li>3 Ravi Kalakotta and M. Robinson, “E-Business: Roadmap for Success”, Addison-Wesley, New Delhi.</li> <li>4 E-COMMERCE: An Indian Perspective by S.J. P.T. Joseph, PHI Learning Pvt. Ltd.; 6th edition</li> </ol>	

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
M.B.A. (e-Commerce 2 Years) Semester I			
Subject Name	IT for Business Applications	Subject Code	MS5F-505
		Total Credits	03
<b>Subject Nature: DISCIPLINE SPECIFIC COURSE</b>			
<b>Course Objective:</b> The objective of this course is to help the student acquire the basics of Information Technology and e-Business Fundamentals. The subject course is to help students to understand the management aspect of E-commerce Technological Environment.			
<b>Learning Outcome:</b> At the end of the course learners will be able to; 1. Apply Information Technology in business 2. Acquire practical knowledge about MS Word, MS Excel, MS Power point and application and use of Statistical test 3. Use of Management Information System (MIS) at various levels of management			
<b>Examination scheme:</b> 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.			
<b>Note: - One case / case-let is to be discussed in each unit.</b>			
<b>Course Contents</b>			
<b>UNIT –1 Introduction to Computers</b>	1.1 Software: System and Application Software, Compilers, Interpreters and Assemblers, Number Systems 1.2 Languages: Levels of languages, generation and their features 1.3 Introduction to Operating Systems: Basic Operations, utilities and features.		
<b>Unit-2 Application Software (MS- Office</b>	2.1 MS Word: word basics, formatting text and documents, Introduction to mail merge & macros. 2.2 MS Excel: Excel basics, rearranging worksheets, working with graphics, using worksheet as databases, automating “what-if” projects. 2.3 MS PowerPoint: PowerPoint basics, and important features, creating presentations		
<b>Unit – 3 Introduction to Scripting Languages</b>	3.1 Introduction to Scripting Languages: Scripts and Programs, Origin of Scripting, Scripting Today, 3.2 Characteristics of Scripting languages, Uses for Scripting Languages, 3.3 Types of scripting language: Server side & Client-side scripting, 3.4 Introduction to basics of HTML, Java Script, and PHP		
<b>Unit-4 Management Information systems</b>	4.1 Introduction to Management Information systems: Types of MIS, Capabilities, Complements, CCR Framework; Role of manager with respect to IT in an organization 4.2 Concepts of DSS, ESS, KM, OAS, TPS 4.3 Information Systems and Organization- Data & Information, Management and Decision-Making Information Systems and Society		
<b>Unit -5 Security Environment</b>	5.1 Security Threats, Technology Solutions 5.2 Client–server security, data and message security 5.3 Document security, firewalls 5.4 Ethical Social and Political issues in ecommerce		



<b>Unit-6 Inter- organization Business</b>	6.1 EDI application in business 6.2 EDI: legal, security, standardization 6.3 EDI software implementation 6.4 VANs (value added network) Internet based EDI
<b>Unit – 7 Introduction to SQL</b>	7.1 Introduction to Database Management System (DBMS), Introduction to Structured Query Language (SQL), Database design 7.2 SQL Queries 7.3 SQL Data Definition Language Commands, Create, Alter, Drop, Truncate, and Rename 7.4 Data Manipulation Language Commands, SELECT, INSERT, UPDATE, and DELETE
<p><b>Text Book:</b></p> <ol style="list-style-type: none"> <li>1. Parag Kulkarni &amp;P.K..Chande, IT Strategy for Business, 1st edition Oxford University Press</li> <li>2. Sinha and Sinha, Computer Fundamentals, BPB Publications</li> <li>3. R.K. Taxali PC Software for windows Made Simple, Tata McGraw Hills, New Delhi</li> <li>4. “Learning SQL” By Alan Beaulieu</li> <li>5. SQL, PL/SQL – The Programming Language of Oracle by Ivan Bayross, BPB Publications</li> <li>6. Management Information System Obrien, Marakas, Behl 9th Edition Tata McGraw Hill</li> <li>7. Management Information Systems W S Jawadekar, 4th Edition Tata McGraw Hill</li> <li>8. IT system Management by Rich Schiesser</li> <li>9. Enterprise Computing by Alan R. Simpson</li> <li>10. Computer Applications In Management (With Cd ), Dr. Niranjan Shrivastava ,Wiley India Pvt. Limited,</li> <li>11. Management Information Systems by Jaiswal and Millal, Oxford University Press</li> <li>12. Business Information Systems, 5th edn: Technology, Development and Management for the E-Business: Author Paul Bocij, Andrew Greasley, Simon Hickie ,Pearson Education Limited,</li> <li>13. Management Information Systems by C.S.V. Murthy Management Information System by Davis and Olson, Tata McGraw Hill</li> </ol>	

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
M.B.A. (e-Commerce 2 Years) Semester I			
Subject Name	Quantitative Methods	Subject Code	MS5F-509
		Total Credits	03
<b>Subject Nature: ABILITY ENHANCEMENT COMPULSORY COURSE</b>			
<b>Course Objective:</b> To expose the students to the different mathematical and statistical tools used by managers for effective decision making, through real life examples and cases.			
<b>Learning Outcome:</b> At the end of the course learners will be able to; 1. Interpret and Organize the data to get solutions to managerial issues. 2. Attain mathematical and statistical skills for solving management problems. 3. Apply statistical tools for managerial decision making. 4. Understand the concepts of probability for better understanding of the real-world situations.			
<b>Examination scheme:</b> 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.			
<b>Note: - One case / case-let is to be discussed in each unit.</b>			
<b>Course Contents</b>			
<b>UNIT –I Sets, Functions, and Progressions</b>	1.1. Sets, Functions 1.2 Progressions – Arithmetic and Geometric Progressions		
<b>Unit-2 Determinants and Matrices</b>	2.1 Determinants and Matrices Types of matrices, 2.2 Operations on matrices, 2.3 Ad joint matrix and Inverse matrix, 2.4 Solution of simultaneous linear equations using matrices, 2.5 Input / Output analysis.		
<b>Unit-3 Introduction to Statistics</b>	3.1 Introduction to Statistics: 3.2 Measurement of Central Tendency 3.3 Measurement of Variations 3.4 Skewness and Kurtosis		
<b>Unit- 4 Probability Theory and Probability Distributions</b>	4.1 Probability: Concepts 4.2 Additive and Multiplicative Theorem 4.3 Conditional Probability, Baye’s Theorem, 4.4 Binomial, Poisson and Normal distributions- there characteristics and applications		
<b>Unit -5 Correlation &amp; Regression</b>	5.1 Correlation (Karl Pearson’s and Spearman’s Coefficient), 5.2 Methods of computing simple regression.		
<b>Unit-6 Time Series</b>	6.1 Time Series and its Components, 6.2 Models of Time Series 6.3 Components of Time Series: Measurement of trend, Measurement of seasonal variations Measurement of cyclic variations		

<b>Unit – 7</b> <b>Statistical</b> <b>Decision</b> <b>Theory</b>	7.1 Decision making process 7.2 Decisions under Uncertainty and Decisions under Risk
<p><b>Text Reading: Latest Editions</b></p> <ol style="list-style-type: none"> <li>1. J.K. Sharma, “<b>Mathematics for Management and Computer Applications</b>”, New Delhi, Galgotia Publication,</li> <li>2. S. Saha, “<b>Business Mathematics and Quantitative Techniques</b>”, Calcutta, Central Book Agency.</li> <li>3. Richard I. Levin and D.S. Rubin, “<b>Statistics for Management</b>”, New Delhi: Prentice Hall of India.</li> <li>4. S. P. Gupta, “<b>Statistical Methods</b>”, New Delhi, Sultan Chand and Sons.</li> <li>5. D. C. Sancheti and V. K. Kapoor, “<b>Statistics: Theory, Methods and Applications</b>”, New Delhi: Sultan Chand and Sons.</li> <li>6. D.N. Elhance, VeenaElhance and B. M. Aggrawal, “<b>Fundamentals of Statistics</b>”, Allahabad: Kitab Mahal.</li> </ol>	

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
M.B.A. (e-Commerce 2 Years) Semester I			
Subject Name	Business Ethics and Management by Indian Values	Subject Code	MS5F-511
		Total Credits	03
<b>Subject Nature: VALUE ADDED COURSE</b>			
<b>Course Objectives:</b>			
<ul style="list-style-type: none"> <li>To acquaint the students with ethics and Indian ethos along with its relevance to managerial decision making.</li> <li>To provide the necessary theoretical and conceptual foundation of ethics and ethical behavior in organizations.</li> <li>To promote an understanding of Indian values and value system in detail and its universal applicability in understanding human behavior.</li> </ul>			
<b>Learning Outcomes:</b>			
At the end of the course learners will be able to;			
1. Analyze nature and purpose of business ethics and differentiate from corporate social responsibility.			
2. Apply various concepts of Indian ethos and apply in business situation and decision making.			
3. Apply self-management at work place			
<b>Examination scheme:</b>			
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.			
<b>Note: - One case / case-let is to be discussed in each unit.</b>			
<b>Course Contents</b>			
<b>UNIT –I Nature and purpose of Ethics, Ethical Norms.</b>	1.1 Concept and Nature of Ethics- Business Ethics 1.2 Role and purpose of ethics for business 1.3 Ethical Norms and Principles for business		
<b>Unit-2 Theories of Business Ethics</b>	2.1 Different Theories of Business Ethics 2.2 Business Ethics and Corporate social Responsibility 2.3 Nature of Utilitarian view of Business Ethics		
<b>Unit-3 Corruption and Whistle blowing</b>	3.1 Nature and types of Corruption in India 3.2 Method and means of checking corruption in India 3.3 Whistle blowing		
<b>Unit- 4 Indian Ethos</b>	4.1 Management and Culture, Management is Culture bound (Discussion) 4.2 Concept and Nature of Indian Ethos for Management 4.3 Fivefold debts (Pancha Rina) v/s Corporate Social Responsibility (Discussion)		
<b>Unit -5 Sources of Indian Ethos and Management</b>	5.1 Representative Sources of Indian Ethos in Management Vedas, Shastras, Smritis, Puranas, Upanishads 5.2 Ramayana, Mahabharata- Special Reference to Bhagwat Geeta 5.3 Arthashastra, Ramcharitmanas, Panchatantra, Hitopadesh 5.4 Guru Granth Sahib, Teachings of Buddha and Mahaveer 5.5 The Holy Bible, The Holy Quran (Should they be included in Indian Ethos: Discussion)		

	5.6 Kabir, Rahim, Ramkrishna Paramhansa, Swami Vivekananda, Local folk songs, idioms and folk tales
<b>Unit-6 Values for Indian Managers</b>	6.1 Values v/s Skills, Value System 6.2 Values and Purity of Mind 6.3 Indian Values and Wisdom relevant to modern management 6.4 Work Ethics & Ethics in Work 6.5 Life Goals or Purusharthas, Professionalism and Karma Yoga 6.6 Management of the Self and Workplace Spirituality.
<b>Unit 7 Models of Motivation and Leadership</b>	7.1 Models of motivation and Leadership in Indian thoughts, Examples from scriptures 7.2 Guna Theory, Karma Theory and Sanskar Theory
<b>Learning Resources: (latest Editions of thr books and material)</b>	
<ol style="list-style-type: none"> <li>1. A.C Fernando, Business Ethics: An Indian Perspective, Pearson</li> <li>2. Weiss, Business Ethics Concept &amp; Cases, Cengage Learning</li> <li>3. Velasquez, Business Ethics, Concepts &amp; Cases, PHI</li> <li>4. Murthy, Business Ethics, Himalaya Publishing House</li> <li>5. Al Gini, Case Studies in Business Ethics, Pearson Education.</li> <li>6. Shashtri J.L., Ancient Indian Tradition and Mythology, Motilal Banarsidas, New Delhi</li> <li>7. F. Max Muller, Sacred Books of East, Motilal Banarsidas, New Delhi</li> <li>8. S.K. Chakraborty, Ethics in Management-Vedantic Approach, New Delhi, Oxford India Ltd.,</li> </ol>	

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
M.B.A. (e-Commerce 2 Years) Semester I			
Subject Name	Business Accounting	Subject Code	MS5F-503
		Total Credits	03
<b>SUBJECT NATURE: ABILITY ENHANCEMENT COMPULSORY COURSE</b>			
<b>Course Objective:</b> To acquaint participant with the basic concept of Financial Accounting and Cost Accounting.			
<b>Learning Outcome:</b> At the end of the course learners will be able to; 1. Practice accounting systems, basics of accounting, accounting books and preparation of trial balance. 2. Apply methods of accounting to analyze business situations and take decision. 3. Illustrate basics of Cost Accounting and related decision criteria.			
<b>Examination Scheme:</b> 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 <b>two</b> theory questions out of which a student will be required to do any <b>one</b> . Section B will be of 48 marks and have <b>five</b> numerical/cases out of which a student will be required to do any <b>four</b> .			
<b>Note: - One case / case-let is to be discussed in each unit.</b>			
Course Contents			
<b>UNIT –I Introduction to Accounting</b>	<b>1.1.</b> Accounting Evolution, Significance, <b>1.2.</b> Accounting Principles, Concepts & Conventions, GAAP, Overview of International Accounting Standards, <b>1.3.</b> Accounting Equation, <b>1.4.</b> Concept of Capital and Revenue, <b>1.5.</b> Types of Accounts, <b>1.6.</b> Rules of Debit and Credit.		
<b>Unit-2 Accounting Cycle</b>	<b>2.1.</b> Recording of Transactions – Preparation of Journal, Ledger, Trial Balance and Closing Entries including Numerical. <b>2.2.</b> Preparation of Financial Statements: Trading and P & L Account and Balance Sheet- Concepts, Format of P&L A/C and Balance Sheet with Adjustments (Vertical & Horizontal Formats), including Numerical.		
<b>Unit-3 Treatment of Depreciation</b>	<b>3.1.</b> Concept, Meaning, Nature, Causes of Depreciation and Other Related Terms. <b>3.2.</b> Methods of Depreciation: SLM and WDV Methods including Numerical.		
<b>Unit- 4 Introduction to Cost Accounting</b>	<b>4.1.</b> Understanding and Classifying Cost, Elements of Cost, Component of Total Cost, Classification of Costs and Format, <b>4.2.</b> Preparation of Cost Sheet and Tender including Practical and Numerical.		
<b>Unit -5 Standard Costing, Variance Analysis and Budgetary Control</b>	<b>5.1.</b> Meaning of Standard Cost & Variance, Cost Variance – Determination of Direct Material Variance, Direct Labor Variance, Sales Variance and Control of Variance, including Numerical. <b>5.2.</b> Types of Budgets. <b>5.3.</b> Relationship of Standard Costing and Variance Analysis with Budgetary System including Numerical.		

<p style="text-align: center;"><b>Unit-6</b> <b>Contemporary</b> <b>Issues in</b> <b>Accounting</b></p>	<p><b>6.1.</b> Concept of Inflation Accounting, <b>6.2.</b> Human Resources Accounting.</p>
<p><b>Learning Resources:</b>  <b>Text Books: Latest Edition of-</b>  R.L. Gupta, and V.K. Gupta, “<b>Principles of Accountancy</b>”, Sultan Chand &amp; Sons.  S.N. Maheshwari, “<b>Introduction to Accounting</b>”, Vikas Publishing House, New Delhi.  S. N.Maheshwari, “<b>Cost Accounting, Theory and Problems</b>”, Vikas Publications, New Delhi.</p> <p><b>Reference Books: Latest Edition of-</b>  S.P. Iyengar, “<b>Cost Accounting</b>”, Sultan Chand &amp; Sons.  Robert N. Anthony and James S. Recee, “<b>Accounting Principles</b>”, A.I.T.B.S. Pub. and Distributions, New Delhi.  R.P.Rastogi, “<b>Graded Problems and Solutions in Financial Management</b>”, Galgotia Publication, New Delhi.</p>	

<b>INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE</b>			
<b>M.B.A. (e-Commerce 2 Years) Semester I</b>			
Subject Name	Managerial Communication	Subject Code	MS5F-513
		Total Credits	03
<b>Subject Nature: GENERAL ELECTIVE 1</b>			
<b>Course Objective:</b> To help the student acquire the theoretical and practical knowledge of oral, written and interpersonal skills of communication in business, so as to improve his managerial abilities			
<b>Learning Outcome:</b> At the end of the course students should be able to; To identify objectives, analyze audiences, and choose the most effective structure and style for delivering strategically sound written and spoken messages in a dynamic and diverse business environment.			
<b>Examination Scheme:</b> 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).			
<b>Note: - One case / case-let is to be discussed in each unit.</b>			
<b>Course Contents</b>			
<b>Unit-1 Nature of Business Communication</b>	1.1 Need, importance and purposes of communication in organizations 1.2 Elements and environment of communication 1.3 Models of communication 1.4 Forms and networks of organizational communication 1.5 Types of communication barriers and how to overcome them 1.6 Listening, types of listening and effective listening 1.7 Elements of effective communication		
<b>Unit-2 Non-verbal Communication</b>	2.1 Importance of appearance and how to use it as a tool in communication 2.2 Body language and oculesics 2.3 Paralanguage 2.4 Proxemics 2.5 Chronemics 2.6 Haptics 2.7 Using non-verbal tools (oral and written) to communicate effectively		
<b>Unit-3 Presentations, Interviews, Group Discussions and Business Meetings</b>	3.1 Preparation of content for presentation 3.2 Understanding the audience 3.3 Importance of rehearsals 3.4 Using visual aids in presentations 3.5 Handling questions 3.6 Writing a resume' 3.7 Types of interviews 3.8 Preparation for an interview 3.9 Do's and don'ts during an interview 3.10 Understanding the group in a group discussion 3.11 Do's and don'ts in a group discussion 3.12 Meetings in business and its types 3.13 Notice and agenda 3.14 Minutes of a meeting 3.15 Mannerisms, etiquettes and assertiveness in oral communication		



<p><b>Unit-4 Business Writing</b></p>	<p>4.1 Types of business letters 4.2 Structure and format of letters 4.3 Memorandums and circulars 4.4. e-mails 4.5 Text messaging 4.6 Report writing 4.7 Importance of written communication 4.8 Appropriate tone in business writing</p>
<p><b>Unit-5 Negotiation Skills</b></p>	<p>5.1 Need for negotiation 5.2 Process of negotiation 5.3 Barriers to negotiation and how to overcome them</p>
<p><b>Unit-6 Issues in Communication</b></p>	<p>6.1 Handling diversity (gender, culture, ethnicity, etc.) 6.2 Tolerance and acceptance of diversity 6.3 Emotional intelligence and its impact on communication 6.4 Social intelligence and its impact on communication 6.5 Ethics in communication.</p>
<p><b>Text Reading: Latest Editions</b> M.Raman and P.Singh, <b>Business Communication</b>, latest edition, Oxford University Press, India. William V. Ruch, <b>Business Communication</b>, Maxwell Macmillan, New York. Lani Arredono, <b>The McGraw-Hill 36-Hour Course: Business Presentation</b>, McGraw-Hill, New York. Bill Scott, <b>The Skills of Communication</b>, Jaico, Bombay. Ronald E. Dulek and John S. Fielden, <b>Principles of Business Communication</b>, McMillan, New York. Dalmer Fisher, <b>Communication in Organizations</b>, Jaico Publishing House, India. M. E. Guffy, <b>Essentials of Business Communication</b>, Thomson Publication. Shirley Taylor, <b>Communication for Business</b>, Pearson Education.</p>	

INSTITUTE OF MANAGEMENT STUDIES (DAVV, INDORE)			
M.B.A. (e-Commerce 2 Years) Semester I			
Subject Name	Business Environment	Subject Code	MS5F-517
		Credit	03
<b>Subject Nature: General Elective 2</b>			
<b>Course Objective:</b> To familiarize the students with the business environment prevailing in India and in the world to help them understand its implications to business			
<b>Learning Outcome:</b> After completion of this course students will be capable to understand Business Environment practices and how to apply in business and other fields.			
<b>Examination Scheme:</b> 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.			
<b>Note: - One case / case-let is to be discussed in each unit.</b>			
<b>Course Content</b>			
<b>Unit-1</b>	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.		
<b>Unit-2</b>	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		
<b>Unit-3</b>	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		

<b>Unit-4</b>	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.
<b>Unit - 5</b>	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
<b>Unit - 6</b>	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
<p><b>Learning Resources</b></p> <p><b>Text Readings:</b></p> <ol style="list-style-type: none"> <li>1. Shaikh Salim, <b>Business Environment</b>, Pearson Education, 2010</li> <li>2. Mark Hirschey, <b>Economics for Managers</b>, Cengage, 2006</li> <li>3. Palwar, <b>Economic Environment of Business</b>, PHI, New Delhi, 2009</li> <li>4. D.N. Dwivedi, <b>Managerial Economics</b>, Vikas Publishing House, 2009.</li> <li>5. <b>Business Environment</b> By Shaikh Saleem, Pearson Education</li> </ol>	