Institute of Management Studies

Devi Ahilya Vishwavidyalaya, Indore

Syllabus

M.B.A. (E-COMMERCE) 2 Year

Semester – I TO IV

2019 - 21

INSTITUTE OF MANAGENEMENT STUDIES, D.A.V.V, INDORE
PROGRAMME CODE: MS5E
MBA (E-COMMERCE) 2 YEARS

OBJECTIVES:

1. To prepare the students in such a way so that they become capable and confident E-Commerce professionals at the end of the program.
2. To equip the students with the concept and methods of E-Commerce enabling them to plan, design and carry out E-Commerce plans / strategies.
3. To enable students understand concepts, tools and skills for E-Commerce research and analysis and its application in the efficient conduct of business.
4. To enable the students to gain acumen, insight and through knowledge relating to the various aspects of E-Commerce.
5. Offer a platform for developing critical thinking ability from the perspective of a E-Commerce professional
6. To enable student develop the ability to take rationale and informed decisions by taking into consideration the different perspectives and their outcomes related to E-Commerce.

PROGRAMME OUTCOME:

After completing MBA (E-Commerce) Programme students are expected to be empowered and encouraged postgraduates with requisite knowledge, skills, abilities and 360 degree exposure of E-Commerce as unique yet integral functional area of business . Moreover, they are expected to have in-depth knowledge of the varied functionalities of E-Commerce ensuring their own global employability as well as possess requisite knowledge, skills and abilities to start their own ventures.

IMPORTANT POINTS TO BE NOTED BY STUDENTS

The programs at IMS are governed by "ORDINANCE NO. 14" of the university. The ordinance is available on the university website. The selected important points that MUST be noted by the students are as follows:-

8. Requirement of attendance will be as per University Ordinance governing the examinations or the guidelines of the statutory body. In general attendance of atleast **seventy-five percent of lectures and practical separately** will be required in each course to sit in the semester end examination. For special reasons such as prolonged illness deficiency in percentage of attendance not exceeding fifteen percent of the total number of lectures delivered and practical/sessional held in each course may be condoned by the Vice Chancellor.

10.1 Each course will be assessed for **100 marks, out of which 60 marks will be for end semester examination and 40 marks will be for continuous evaluation**.

10.2 During the semester, a teacher offering the course will do the continuous evaluation of the student at three points of time by **conducting three tests of 20 marks each. Of these, two must be written tests and the third may be written test / Quiz / Seminar/ Assignment for theoretical courses. Marks obtained in two best tests out of three will be awarded to the student**. In each course, there shall be End Semester Exam. of 60 marks. Each student has to appear in at least two tests and End Semester Examination; otherwise, the student will be awarded Ab Grade in that course.

10.4 Total of marks obtained in end-semester examination and best two tests under continuous evaluation will decide the grade in the course.

NEW CODE LIST AS FOR UNIVERSITY
(BATCH 2019-21)

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S. No	CODE	COURSE NAME	CREDIT
SEMESTER I			
1.	**MS5F-501**	Fundamental of Management	3
2.	**MS5F-503**	Business Accounting	3
3.	**MS5F-505**	IT for Business Application	3
4.	**MS5F-507**	Organisational Behaviour	3
5.	**MS5F-509**	Quantitative Methods	3
6.	**MS5F-511**	Business Ethics and Management by Indian Values	3
7.	**MS5F-513**	Business Communication	3
8.	**MS5F-515**	Web Designing and Animation	3
9.	**MS5F-551**	Comprehensive Viva Voce	3
SEMESTER II			
10.	**MS5F-502**	OOPS Using C++	3
11.	**MS5F-504**	Relational Database Management	3
12.	**MS5F-506**	Marketing Management	3
13.	**MS5F-508**	Computer Networks	3
14.	**MS5F-510**	e-Business	3
15.	**MS5F-512**	Research Methodology	3
16.	**MS5F-514**	Operation Research	3
17.	**MS5F-516**	Java Programming	3
18.	**MS5F-552**	Comprehensive Viva Voce	3
SEMESTER III			
19.	**MS5F-601**	Digital Marketing	3
20.	**MS5F-603**	Software engineering and Project Management	3
21.	**MS5F-605**	Search Engine Optimization	3
22.	**MS5F-607**	e-Commerce Application Development using PHP	3
23.	**MS5F-609**	Data Analytics	3
24.	**MS5F-6011**	Human Resource management	3
25.	**MS5F-651**	Comprehensive Viva Voce	3
ELECTIVES COURSES – DSICIPLINE CENTRIC - (Either first two or next two)			
26.	**MS5F-621**	J2EE Programming	3
27.	**MS5F-623**	Common Architecture in JAVA	3
28.	**MS5F-625**	VB. NET Programming	3
29.	**MS5F-627**	SQL Server	3
SEMESTER IV			
30.	**MS5F-602**	ITES Marketing and CRM	3
31.	**MS5F-604**	Strategic Management	3
32.	**MS5F-606**	Knowledge Management	3
33.	**MS5F-608**	Cyber Law & Business Regulatory framework	3
34.	**MS5F-610**	Entrepreneurship	3
35.	**MS5F-612**	Major Project/ Decision Making Skills	3

36.	**MS5F-652**	Comprehensive Viva Voce	3
ELECTIVES COURSES – DSICIPLINE CENTRIC - (Either first two or next two)			
37.	**MS5F-622**	Mobile application development	3
38.	**MS5F-624**	Data base framework using hibernate	3
39.	**MS5F-626**	Advance DOT NET Programming	3
40.	**MS5F-628**	Model View Controller	3
ELECTIVES GENERIC (Any One)			
41.	**MS5F-654**	Student Research Project	3
42.	**MS5F-656**	Decision Making Skills	3

SEMESTER I

INSTITUTE OF MANAGEMENT STUDIES

M.B.A. (E-commerce)
Semester I

Subject Name	FUNDAMENTALS OF MANAGEMENT	Subject Code	MS5F-501
		Total credit	03

Subject Nature: Ability enhancement and skill development

Course Objective:

- 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 students should be able to;

1.Define Management and explain how management differs according to level and whether a manager is a line manager or an enabling role.

2.Briefly describe and contrast four models of management; rational, goal, scientific, human relations, open systems

3Describe and attain some elementary level of skills in the main management processes; planning, organizing, decision making and control.

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		Class room session
UNIT –I Management Concept and Theories	**1.1**Concept and Nature of Management **1.2** Role and responsibility and functions of Manager **1.3** Managerial Skill and organization hierarchy **1.4** Evolution of Management thoughts – (Classical School, Taylor, Fayol & Weber's Contribution) **1.5** Neoclassical Theory (Elton Mayo Contribution) Modern Theory (Contingency & System Approach)	
Unit-2 Planning	**2.1** Nature and purpose of planning. 2.2 Types of Planning, 2.3 Planning Process 2.4 Nature and Objectives, MBO; Process, benefits and limitations.	
Unit-3 Strategies,	3.1 Nature and process of planning 3.2 Strategies planning process	

Policies and Planning	3.3 TOWS Matrix, Porter's 3.4 Porter's Generic Competency Model 3.5 Planning & Forecasting. .	
Unit- 4 Organizing	**4.1** Nature and Purpose of Organizing, 4.2 Organizational Design & Types 4.3 Organizational Structure; Departmentalization. 4.4 Line/Staff Authority & De centralization, Delegation.	
Unit -5 Controlling	5.1 Concept and Process of Control, 5.2 Control Techniques 5.3 Human aspects of Controlling, 5.4 USE of IT in Controlling ,	
Unit-6 Decision Making	6.1 Decision Making; 6.2 Nature, Types,& Scope of Managerial decision Making process 6.3 Models of decision making 6.4 Certainty in decision making	

Learning Resources:

Text Books:

1. Horold Koontz, O'Donnell and Heinz Weihrich, "Essentials of Management' New Delhi, Tata McGraw Hill, Latest Edition.
2. R.D. Agrawal, "Organization and Management" New Delhi, Tata McGraw Hill Latest Edition.

Reference Books:

1. Horold Koontz, Heinz Weihrich, "Management: A Global Perspective" New Delhi Tata mcGraw hill, Latest Edition.
2. Robert Krietner, "Management" Houghton Miffin CO. Latest Edition.
3. Stephen Robbins "Management" 8th Ed. New Delhi Pearson Latest Edition.

INSTITUTE OF MANAGEMENT STUDIES

M.B.A. (E-COMMERCE)BATCH (2019-21)

SEMESTER I

SUBJECT NAME	BUSINESS ACCOUNTING	SUBJECT CODE	MS5F-503
		TOTAL CREDITS	03

SUBJECT NATURE:Ability enhancement

COURSE OBJECTIVE:

To acquaint participant with the basic concept of Financial Accounting and CostAccounting.

LEARNING OUTCOME:

At the end of the course students should be able to;

1. Understand basics of double entry system and other accounting system, basic of accounting, maintaining of accounting books as per accounting cycle and preparation of trial balance.
2. Finalize Accounting Statements of Individuals.
3. Understand basic of Cost Accounting and related decision criteria.

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**.

COURSE CONTENTS		No. of Sessions
UNIT –I Introduction to Accounting	**1.1.** Accounting Evolution, Significance, **1.2.**Accounting Principles, Concepts &Conventions, GAAP, Overview of International Accounting Standards, **1.3.**Accounting Equation, **1.4.** Concept of Capital and Revenue, **1.5.**Types of Accounts, **1.6.**Rules of Debit and Credit.	**08**
Unit-2 Accounting Cycle	**2.1.**Recording of Transactions – Preparation of Journal, Ledger,Trial Balance and Closing Entries including Numericals. **2.2.**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 Numericals.	**12**
Unit-3 Treatment of Depreciation	**3.1.**Concept, Meaning, Nature, Causes of Depreciation and Other Related Terms. **3.2.**Methods of Depreciation: SLM and WDV Methods including Numericals.	**05**
Unit- 4 Introduction to Cost Accounting	**4.1.**Understanding and Classifying Cost, Elements of Cost, Component of Total Cost, Classification of Costs and Format, **4.2.**Preparation of Cost Sheet and Tender including Practical and Numericals.	**10**
Unit -5 Standard Costing,Variance Analysis and Budgetary Control	**5.1.**Meaning of Standard Cost &Variance, Cost Variance – Determination of DirectMaterial Variance, Direct Labor Variance, Sales Variance and Control of Variance, including Numericals. **5.2.**Types of Budgets. **5.3.**Relationship of Standard Costing and Variance Analysis with Budgetary System including Nemericals.	**09**

Unit-6 Contemporary Issues in Accounting	**7.1.**Concept of Inflation Accounting, **7.2.**Human Resources Accounting.	**1**
	TOTAL SESSIONS	**45**

Learning Resources:

Text Books: Latest Edition of-

R.L. Gupta, and V.K. Gupta, "**Principles of Accountancy",** Sultan Chand & Sons.

S.N. Maheshwari, "**Introduction to Accounting"**, Vikas Publishing House, New Delhi.

S. N. Maheshwari, "**Cost Accounting, Theory and Problems"**, Vikas Publications,New Delhi.

Reference Books: Latest Edition of-

S.P. Iyangar, "**Cost Accounting"**, Sultan Chand & Sons.

Robert N. Anthony and James S. Recee, "**Accounting Principles"**, A.I.T.B.S. Pub. and Distributions, New Delhi.

R.P.Rastogi, "**Graded Problems and Solutions in Financial Management"**, Galgotia Publication, New Delhi.

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A (E-commerce) Semester I			
Subject Name:	**I.T for Business Application**	**Subject Code:**	**MS5F-505**
		Total Credits:	**03**
Subject Nature: CORE			
Course Objective:			

1. To get a thorough update of Information Technology used in Business Organizations.
2. To develop understanding of managerial aspects so as to use Information Technology effectively and efficiently.
3. To develop capability to integrate different but related aspects of Information Technology.
4. To develop a view of IT Management, especially, for a large organization.
5. To appreciate IT Management as an independent and important field of work, different from IT for Management.
6. To develop conceptual understanding about latest developments in the field of information Technology and the impact of IT in managing a business.
7. To learn to use Information Technology to gain competitive advantage in business.
8. To learn from, with a view to emulate, entrepreneurial ventures in e-Commerce and m-Commerce.

Learning Outcome:

1. The student will be able to apply the basic IT tools for managerial decision making.
2. The student will be able to apply data management tools in corporate organizations.
3. The student will be able to work in MIS enabled organizations.
4. The student will be able to communicate using internet facilities.

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.

Unit No.	CONTENTS	No. of Sessions
01	**Over View of Computer** : Data , Information , Hardware , Software , Operating Systems, Computer Language, Number Systems	06
02.	**Application Software Management:** Overview of General Purpose Application Software : Word processing, Spread Sheet , Business Presentation such as Software Suites, Messaging, Groupware, Commercial and Corporate software tools – (Assignment & Presentation)	06
03	**Data Management:** Database Concepts and Development - Types of Databases – Application Development thru DBMS (Project work / Case Studies)	04
04	**Networking Management:** Networking Trends – Internet Basics – Intranet and Extranet – Overview of Networking , Networking types, Networking media, Networking software, Networking architecture and Networking protocols.	04
05.	**System Software Management:** Overview of Operating Systems, Network Management Programs, Database Management Programs, Servers, System Utilities, Performance and Security Monitors, System Development Programs. Managerial considerations in selection, maintenance, controlling, replacement of Software.	04
06.	**Management Information Systems:** Need, Purpose and Objectives - Data, Information, Knowledge – Types of Information Systems - Information as a strategic resource - Use of information for competitive advantage. Business Intelligence and Analytics - Group Decision Support	05

	Systems – Executive Information Systems - Executive Support Systems – Geographical Information Systems - Expert Systems and Knowledge Based Expert Systems, DSS, Artificial Intelligence. (Project / Case Studies)	
07.	**Digital firm Perspective:**Information System Development Life Cycle - All phases , System Analysis , System Design, MIS Model for a digital firm – Organization Structure for digital firm – E-Business Models and Applications (Project / Case Studies)	04
08.	**Security Management:** Information Security and Control - Quality Assurance -Ethical and Social Dimensions - Intellectual Property Rights as related to IT Services / IT Products. Types of Computer Crime – Cyber Law - Security Defenses – System Controls and Audit. (Assignment / Case Studies)	04
09.	**Latest trends in IT** - Mobile computing, Cloud computing , Mobile Computing etc. Data Warehousing and Data Mining	03

Learning Resources:

Text Books	• Management Information System Obrien, Marakas, Behl 9th Edition Tata McGraw Hill • Management Information Systems W S Jawadekar, 4th Edition Tata McGraw Hill • IT system Management by Rich Schiesser • Enterprise Computing by Alan R. Simpson
Reference Books	• Computer Applications In Management (With Cd), Dr. Niranjan Shrivastava ,Wiley India Pvt. Limited, • Management Information Systems by Jaiswal and Millal, Oxford University Press • Business Information Systems, 5th edn: Technology, Development and Management for the E-Business: Author Paul Bocij, Andrew Greasley, Simon Hickie ,Pearson Education Limited, • Management Information Systems by C.S.V. Murthy Management Information System by Davis and Olson, Tata McGraw Hill
Supplementary Reading	MIS Quarterly, University of Minnesota
Journals	CSI Communications, Computer Society of India, Mumbai

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (E-commerce) 2019-21 **Semester I**			
Subject Name	**ORGANISATIONAL BEHAVIOUR**	**Subject Code**	**MS5F-507**
		Total Credits	**03**

Subject Nature: **Generic**

Course Objective:

This course aims to improve students understanding of human behavior in organization and the ability to lead people to achieve more effectively toward increased organizational performance. After completing this course, students should be able to:

1. Understand individual behavior in organizations, including diversity, personality, attitude perception, learning and motivational theories.
2. Understand group behavior in organizations, including group and team development leadership, conflict management
3. Understand the organizational system, including organizational culture, change and stress management.

Learning Outcome:

1. Students will find keys to understand people
2. Students can find the basis of individual and group behavior
3. Students will develop various soft skills

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		**Hours**
UNIT –I Introduction	**1.1** Definition, concept, need and importance of OB **1.2** Nature and scope of OB **1.3** OB models **1.4**Case(s) on OB concepts to be discussed in class	**04**
Unit-2 The Individual Behaviour	**2.1Personality:** Determinants and attributes **2.2 Perception:** Factors influencing perception, process, Attribution theory **2.3 Learning**: Concept, Theories of learning **2.4 Attitude:**Concept and types, cognitive dissonance theory **2.5 case(s)** on individual behavior to be discussed in class	**08**
Unit-3 Motivation	**3.1 concept** **3.2 Early theories:** Maslow's Hierarchy of Needs, Gregor's theory X and Y, Two factor theory of Herzberg **3.3 Contemporary theory of motivation:** Vroom's Expectancy Reinforcement theory **3.4** One case on Motivation to be discussed in class	**05**

Unit- 4 Group Behaviour	**4.1** Defining and classifying group **4.2**Group development, properties, structure, process **4.3**Group Dynamics: Group think, Group shift **4.4**Teams: Types, creating effective teams **4.5** One case on Group behavior to be discussed in class	**07**
Unit -5 Leadership	**5.1**Nature and significance of leadership **5.2**Trait theories **5.3**Behavioural theories: Ohio studies, Michigan studies managerial grid **5.4**Contingencytheories: Fiedler model, SLT theory, LMX theory Path goal theory **5.5** One case on leadership to be discussed in class	**08**
Unit-6 Conflict	**6.1**Meaning of conflict, types, transition in conflict thoughts **6.2**Conflict Process **6.3**Conflict management Techniques **6.4**One case on conflict management to be discussed in class	**05**
Unit-7 Dynamics of OB	**7.1**Organizational Change: forces of change, resistance to change Lewin's change management model **7.2** Work stress: Understanding stress, Potential sources consequences and coping strategies **7.3** Organizational culture: creating and sustaining culture **7.4** One case on change and stress management to be discussed in class	**08**
	TOTAL CLASSROOM CONTACT SESSIONS IN HOURS	**45**

Learning Resources:

Text Reading: LatestEdition

1. StephenP.Robbins,"**OrganizationalBehaviour:Concepts,Controversies,and Applications",**New Delhi, PrenticeHall
2. FredLuthans,**"OrganizationalBehaviour"**,NewYork,McGrawHill.
3. BillScott,**"TheSkillsofCommunications"**,Jaico Publications,Bombay.
4. JohnW.NewstromandKeithDavis,"**OrganizationalBehaviour:HumanBehaviourat Work"**New Delhi, TataMcGrawHill.

Reference Books:

1. Change Management – Murthy, C. S. V.
2. How to study an Organization – Prof. Giuseppe Bonaz.

INSTITUTE OF MANAGEMENT STUDIES

M.B.A. (E-COMMERCE)
SEMESTER I

Subject Name	**QUANTITATIVE METHODS**	**Subject Code**	**MS5F-509**
		Total Credits	**03**

Subject Nature: Generic

Course Objective:

- To expose the students to the different statistical tools used by managers for effective decision making. through real life examples and cases;
- To provide the necessary foundation for all other courses.

Learning Outcome:

At the end of the course students should be able to;

- Interpret the data to get solutions to the problems in the corporate world.
- Classify, present the data as per the requirements of the practicing managers.
- Describe and attain some elementary level of mathematical and statistical skills for the management processes; planning, organizing, decision making and control.

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		**Class Sessions**
UNIT –I Sets, Functions, and Progressions	**1.1**. Sets, Functions, and Progressions **1.2** Functions, 1.3 Progressions (with specific applications to compounding and discounting techniques)	**08**
Unit-2 Determinants and Matrices	**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.	**07**
Unit-3 Introduction to Statistics	a. Introduction to Statistics: b. Introduction to Measurement of Central Tendency c. Introduction to Measurement of Variations	**06**
Unit- 4 Probability Theory and Probability Distributions	**4.1** Probability: Concepts 4.2 Additive and Multiplicative Theorem 4.3 Conditional Probability, Baye's Theorem, 4.4 Binomial, Poisson and Normal distributions- their characteristics and applications	**08**

Unit -5 Correlation & Regression	5.1 Correlation (Karl Pearson's and Spearman's Coefficient), 5.2 Methods of computing simple regression.	**06**
Unit-6 Time Series	6.1 Time Series and its Components, 6.2 Models of Time Series 6.3 Methods of Studying Components of Time Series: Measurement of trend, Measurement of seasonal variations Measurement of cyclic variations	**06**
Unit – 7 Statistical Decision Theory	7.1 Decision making process 7.2 Decisions under Uncertainty and Decisions under Risk	**04**
	TOTAL CLASSROOM CONTACT SESSIONS	**45**

Text Reading: Latest Editions

1. J.K. Sharma, "**Mathematics for Management and Computer Applications"**, New Delhi, Galgotia
Publication,
2. S. Saha, **"Business Mathematics and Quantitative Techniques"**, Calcutta, Central Book Agency.
3. Richard I. Levin and D.S. Rubin, "**Statistics for Management"**, New Delhi: Prentice Hall of India.
4. S. P. Gupta, "**Statistical Methods",** New Delhi, Sultan Chand and Sons.
5. D. C. Sancheti and V. K. Kapoor, "**Statistics: Theory, Methods and Applications",** New Delhi: Sultan Chand and Sons.
6. D.N. Elhance, Veena Elhance and B. M. Aggrawal, "**Fundamentals of Statistics"**, Allahabad: Kitab Mahal.

INSTITUTE OF MANAGEMENT STUDIES

M.B.A. (E-commerce)
Semester I

Subject Name	**BUSINESS ETHICS AND MANAGEMENT BY INDIAN VALUES**	**Subject Code**	**MS5F-511**
		Total Credits	**03**

Subject Nature: **Generic**

Course Objectives:

- To acquaint the students with ethics and Indian ethos along with its relevance to managerial decision making.
- To provide the necessary theoretical and conceptual foundation of ethics and ethical behavior in organizations.
- To promote an understanding of Indian values and value system in detail and its universal applicability in understanding human behavior.

Learning Outcomes:

At the end of the course, students should be able to;

4. Understand nature and purpose of ethics and ethical norms.
5. What exactly business ethics is and how it is different from corporate social responsibility.
6. Learn and apply important theoretical frameworks in business situation and decision making.
7. Learn and understand various concepts of Indian ethos and how they impact various key business decisions.
8. Understand importance of self-management and work place spirituality.

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

		Class Room Contact Sessions
UNIT –I Nature and purpose of Ethics, Ethical Norms.	**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	**03**
Unit-2 Theories of Business Ethics	2.1 Different Theories of Business Ethics 2.2 Business Ethics and Corporate social Responsibility 2.3 Nature of Utilitarian view of Business Ethics	**03**
Unit-3 Corruption and Whistle blowing	3.1 Nature and types of Corruption in India 3.2 Method and means of checking corruption in India 3.3 Whistle blowing .	**03**
Unit- 4 Indian Ethos	4.1Management and Culture, Management is Culture bound (Discussion)	**03**

	4.2 Concept and Nature of Indian Ethos for Management 4.3 Sources of Indian Ethos in Management and problems in understanding them	
Unit -5 Sources of Indian Ethos and Management	Representative Sources of Indian Ethos in Management 5.1Vedas, Shastras, Smritis, Puranas, Upanishads 5.2 Ramayana, Mahabharata- Special Reference to Bhagwat Geeta 5.3 Arthashastra, Ramcharitmanas, Panchatantra,Hitopdesh 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	**10**
Unit-6 Values for Indian Managers	6.1 Values v/s Skills, Value System 6.2 Values and Purity ofMind 6.3 Indian Values and Wisdom relevant to modern management	**04**
Unit -7 Human Behavior	7.1 Models of motivation and Leadership in Indian thoughts, Examples from scriptures 7.2 Guna Theory, Karma Theory and Sanskar Theory	**08**
Unit-8 Work Ethics and Models of Motivation and Leadership	8.1 Work Ethics & Ethics in Work 8.2 Life Goals or Purusharthas, Professionalism and KarmaYoga	**03**
Unit-9 Indian Heritage and Corporate Social Responsibility	9.1 Five fold debts (Pancha Rina) v/s Corporate Social Responsibility (Discussion)	**02**
Unit-10 Management of the Self and Workplace Spirituality.	10.1 Management of the Self and Workplace Spirituality.	**06**
	TOTAL CLASSROOM CONTACT SESSIONS	**45**

Learning Resources: (latest Editions of thr books and material)

1.A.C Fernando, Business Ethics: An Indian Perspective, Pearson
2. Weiss, Business Ethics Concept & Cases, Cengage Learning
3 Velasquez, Business Ethics,Concepts & Cases,PHI
4 Murthy, Business Ethics, Himalaya Publishing House
5 Al Gini, Case Studies in Business Ethics,Pearson Education.
6. Shashtri J.L., Ancient Indian Tradition and Mythology , Motilal Banarsidas, New Delhi
7. F. Max Muller , Sacred Books of East ,Motilal Banarsidas, New Delhi
8. S.K. Chakraborty, Ethics in Management-Vedantic Approach, New Delhi, Oxford India Ltd.,

INSTITUTE OF MANAGEMENT STUDIES

M.B.A. (E-COMMERCE)

SEMESTER I

Subject Name	**BUSINESS COMMUNICATION**	**Subject Code**	**MS5F-513**
		Total Credit	**03**

Subject Nature	Ability enhancement and skill development

Course Objective: 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.

Learning Outcomes: 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.

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).

Course Contents

Unit	**Content**	**No. of hours**
1	**Nature of Business Communication**	10
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	
2	**Non-verbal Communication**	7
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	

3	**Presentations, Interviews, Group Discussions and Business Meetings**	10
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	
4	**Business Writing**	8
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	
.1	**Negotiation Skills**	4
5.2	Need for negotiation	
5.3	Process of negotiation	
	Barriers to negotiation and how to overcome them	
6	**Issues in Communication**	6
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	
	TOTAL CLASSROOM CONTACT SESSIONS	45

Learning Resources:

Text Books:

M.Raman and P.Singh, **Business Communication**, latest edition, Oxford University Press, India.

Reference Books:

William V. Ruch, **Business Communication**, Maxwell Macmillan, New York.

Lani Arredono, **The McGraw-Hill 36-Hour Course: Business Presentation,** McGraw-Hill, New York.

Bill Scott, **The Skills of Communication**, Jaico, Bombay.

Ronald E. Dulek and John S. Fielden, **Principles of Business Communication**, McMillan, New York. Dalmer Fisher, **Communication in Organizations**, Jaico Publishing House, India. M. E. Guffy, **Essentials of Business Communication**, Thomson Publication. Shirley Taylor, **Communication for Business**, Pearson Education.	

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (E-COMMERCE) SEMESTER I			
SUBJECT NAME	**WEB DESIGNING AND ANIMATION**	**Subject Code**	**MS5F-515**
		Total Credit	**03**

Subject Nature: Core

Course Objective: The objective of this module is to let the student develop their basic skill in Web Design &Animation. Study the current design trends to be followed for online content. Emphasis will be laid on Web Development Suit (Macromedia Kit).

Learning Outcome:
The student will be able to develop web page and websites. Students will also expose themselves to web scripting languages and various interface to develop websites.

Examination scheme: The semester examination worth-60-marks will contain 7/8 questions. Internal marks of -40comprises of marks internal assessment marks for Midterm exam and marks for Viva-voce.

Course Contents		CLASS SESSION
UNIT	**Content**	
UNIT1	**1.1** Design Basics **1.2**Fundamental of design elements of design **1.3** elements of design **1.4**HTML basics **1.5** Form making using HTML & DHTML **1.6** Basic HTML tags	
UNIT 2	**2.1** Computer Graphics Basic **2.2** Vector/Bitmap Format **2.3** Device Independent File Formats **2.4** Color Mode **2.5** Color Modes in Digital Media **2.6** Fundamental of Design Elements of Design **2.7** Principle of Design **2.8**Key features of Design	
UNIT 3	**3.1** 2D Vector Animation for Web/CD Content **3.2** Interface Study, Basic Technique of Animation **3.3** Symbol Object in Flash **3.4** Basic Action Scripting **3.5** Publishing Setting **3.6** Adding Sound, Event Handler **3.7** Basic Action Book	

UNIT 4	**4.1**Web Authoring Application **4.2**Interface study **4.3**Basic Lay outing Concept **4.4**Define Sites **4.5**HTML Layout Window **4.6**Publishing Setting **4.7** Timeline Animation **4.8**CSS, Behavior's in Dreamweaver **4.9** Styles Assigning Script in Dreamweaver **4.10**Uploading Site using DW/FTP	
UNIT5	**5.1** Web Graphics Application **5.2**Interface Study **5.3**Exporting / Optimization **5.4**Table in Fireworks **5.5**Effects **5.6**Buttons Styles	
Learning Resources: **Text Books**: Dreamweaver MX Bible "Lowrey" Wiley dreamtech India Pv.t Ltd. **Reference Books**: Flash MX Blile" Robert Reindhart" **Web References**: w3school.com		

SEMESTER II

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (e-Commerce)-Batch 2019-21 Semester II			
Subject Name	**OOPS Using C++**	**Subject Code**	**MS5F-502**
		Total Credits	**03**

Subject Nature: CORE

Course Objective:

- 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 students should be able to;

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

		Class Room Contact Sessions
UNIT –I 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	**09**
Unit-2 C++ Programming Basics	**2.1**General structure of a C++ program, I/O with cout, cin, **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	**09**

Unit-3 Structures, Classes, Constructors and Destructors	**3.1** Structure: Introduction, Extension **3.2**Classes: Need, General form of class, Creating objects, Accessing class members, Scope of class and its members, C++ programs using classes **3.3**Constructors: Declaration, Special characteristics, Types of constructors **3.4** Destructors: Need, Declaration, Special characteristics	**08**
Unit- 4 Arrays and Pointers	**4.1**Arrays and their types **4.2**Pointers, Arrays of pointer, Pointer to object, Pointer to function, this pointer **4.3**Virtual functions, Friend functions, Inline functions	**06**
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	**08**
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	**05**
	TOTAL CLASSROOM CONTACT SESSIONS	**45**

Learning Resources:

Text Books:

4. "The Complete Reference C++ : Fourth Edition" by Herbert Schildt
5. "Object Oriented Programming in Microsoft C++ : Fourth Edition" by Robert Lafore
6. "The C++ programming Language: Fourth Edition" by Bjarne Stroustrup
7. "Object Oriented Programming with C++ : Sixth Edition" by E Balagurusamy
8. "C++ Primer : Fifth Edition" by Stanley B. Lippman, Josee Lajoie, Barbara E. Moo

Web References:

1. https://www.w3schools.in
2. cppreference.com

INSTITUTE OF MANAGEMENT STUDIES

MBA (e-Commerce)-Batch 2019-21

Semester-II

SUBJECT NAME	RELATIONAL DATABASE MANAGEMENT SYSTEMS	SUBJECT CODE	MS5F-504
		TOTAL CREDIT	03

Subject Nature: Core

Course Objective:

To enable students to:-

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,

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 threeassessments of 20 marks each of which best two will be considered. The end semester examination will be of 60 marks.

Course Contents(5 to 7 Units)

UNIT	Content
Unit 1: Database Concepts - A Relational Approach	**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: PL/SQL - A Programmi	**2.1** History **2.2** Fundamentals **2.3** Block Structure **2.4** Comments **2.5** Data Types **2.6** Other Data Types

ng Language	**2.7** Declaration **2.8** Assignment Operation **2.9** Bind Variables **2.10** Substitution Variables **2.11** Printing Arithmetic Operators **2.12** Control Structures and Embedded SQL: Control Structures Nested Blocks **2.13** SQL in PL/SQL
Unit 3: Working With Table	**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 **3.6** Restricting Data with WHERE Clause **3.7**Sorting Revisiting Substitution Variables **3.8**DEFINE command CASE Structure **3.9**Functions and Grouping: Built-In Functions Grouping Data **3.10** Multiple Tables: Joins and Set Operations: Join – Set Operations
Unit 4: PL/SQL	**4.1**Data Manipulation transaction Control Statements **4.2**PL/SQL Cursors and Exceptions: Cursors 4.3 Implicit & Explicit Cursors and Attributes 4.4 Cursor FOR loops 4.5 SELECT…FOR UPDATE WHERE CURRENT OF clause 4.6 Cursor with Parameters 4.7 Cursor Variables 4.8 Exceptions – Types of Exceptions
Unit 5: Oracle9i	**5.1** Personal Databases **5.2**Client/Server Databases **5.3**Oracle9i An Introduction **5.4**SQL *Plus Overview

TEXTBOOKS:

1. DATABASE SYSTEMS USING ORACLE – Nilesh Shah, 2nd edition, PHI.

REFERENCE BOOKS:

1. DATABASE MANAGEMNET SYSTEMS – Arun Majumdar &Pritimoy Bhattacharya, 2007, TMH.
2. DATABASE MANAGEMENT SYSTEMS – Gerald V. Post, 3rd edition, TMH.

INSTITUTE OF MANAGEMENT STUDIES

M.B.A. E-COMMERCE -BATCH (2019-21)
SEMESTER II

SUBJECT NAME	MARKETING MANAGEMENT	Subject Code	MS5F-506
		Total Credits	03

SUBJECT NATURE: GENERIC

Course Objective:

- To familiarize the students with marketing concepts and practices.
- To acquaint them with the challenges of marketing environment and competition;
- To expose them to the elements of marketing mix; and develop their capacity to understand marketing applications

Learning Outcome:

At the end of the course students should be able to;

1. Understand Marketing Management and explain its pivotal role.
2. Aclear understanding and exposure to the concepts of marketing and its roots in customer-centric approach, and the elements of marketing mix.

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		Sessions
Unit - 1 Marketing Concepts	1.1Understanding and Defining Marketing 1.2 Customer Value, Satisfaction, Customers Delight, and Loyalty 1.3 Conceptualizing Tasks and Philosophies of Marketing Management, 1.4 Value chain.	**10**
Unit - 2 Marketing Environment, and Research	2.1 Scanning the Marketing Environment. 2.2 Marketing Information System 2.3 Marketing Research Process 2.4Applications of Marketing Research	**08**
Unit - 3 Consumer Behaviour	3.1 Understanding Consumer Behaviour - Concept and Applications 3.2 Factors Influencing Buying Behaviour, 3.3 Buying Decision Process	**06**
Unit-4 Market Segmentation, Targeting, Positioning	4.1 Market segmentation 4.2 Levels of market segmentations, 4.3 Patterns, procedures, requirement for effective segmentation, 4.4 Market Targeting	**06**

	4.5 Developing a positioning strategy.	
Unit - 5 Marketing Strategies	5.1 Developing Marketing Strategies 5.2 Understanding Marketing Mix	**07**
Unit - 6 Product Decisions	6.1 Objectives, 6.2 Product classification, 6.3 Product-Mix, 6.4 Product life cycle strategies	**08**
	TOTAL CLASSROOM CONTACT SESSIONS	**45**
	Learning Resources: 1. Philip Kotler, and Gary Armstrong, **" Principles of Marketing"**, Latest Edition, Pearson Education. 2. Philip Kotler, Kelvin Lane Keller, Abraham Koshy, Mithileshwar Jha "**Marketing Management - A South Asian Perspective"** –New Delhi: Pearson Education. **Reference Books:** 1. Willam J. Stanton, Michael J. Etzel and Bruce J. Walker, Ajay Pandit "**Marketing Concepts and Cases",** Tata Mc Graw Hill. 2. Rajan Saxena, **Marketing Management**, , Tata McGraw Hill	

INSTITUTE OF MANAGEMENT STUDIES

MBA (E-COMMERCE)- BATCH 2019-21
SEMESTER-II

Subject Name	COMPUTER NETWORKS	Subject Code	MS5F-508
		Total Credit	03

Subject Nature: Core

Course Objective: : The objective of this course is to create awareness of networking concepts.

Learning Outcome: At the end of the course the student should:
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 businessconcerns, 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 threeassessments of 20 marks each of which best two will be considered. The end semester examination will be of 60 marks.

Course Contents		SESSION
UNIT	**Content**	
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 **3.9**Application Layer: Client Server Model **3.10** DNS **3.11** TELNET **3.12** FTP **3.13** SMTP Model **3.14**HTTP **3.15**Electronic Mail **3.16**Search Engine **3.17**Design Own Network Model	
Unit 4: Network Security Basics	**4.1**Network Security Basics and Needs **4.2**Cryptography **4.3**Encryption and Decryption **4.4**Cipher Text **4.5**Types of Cryptography: Symmetric and Asymmetric **4.6**Digital Signature **4.7**Organizational Security Issues and Firewall Architecture	
Unit 5: Introduction to AI, Robotics and Future Trends	**5.1** Introduction to AI **5.2**Robotics and future Trends **5.3**AI (Overview, Philosophy, Goals, Applications) and Robotics Concept **5.4**Future Trends of Computer Networking: IPV6 taking place all over **5.5**FibreOptics **5.6**Cloud Computing **5.7** 5G **5.8** Virtual and Augmented Reality	

Reference Books:

1. Computer Networks by Andrew S. Tanenbaum
2. TCP/IP – Forouzan (TMH)
3. Internet and World Wide Web, How to Program, Dietel and Dietel, Pearson Education.
4. Head First Networking by Anderson, Benedetti and Ryan
5. Introduction to AI Robotics by Robin Murphy

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (e-Commerce)-Batch 2019-21 Semester II			
SUBJECT NAME	**E-BUSINESS**	**Subject Code**	**MS5F-510**
		Total Credits	**03**

Subject Nature: **GENERIC**

Course Objective:

- The objective of this course is to help the students learn the ways of business automation and future business technologies.
- These business technologies can help ease the business process. The emphasis will be on the concepts and application of these technologies.

Learning Outcome: At the end of the course students should be able to;

1.Aware about the automation of business through electronic media and different technologies.

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 having theory and cases/practical problems.

Course Contents		**Class Sessions**
UNIT –I Introduction to e-Business	1.1 Fundamentals 1.2 Models 1.3 Framework 1.4 Applications 1.5 Network 1.6 Infrastructure	**08**
Unit-2 Business Transactions	2.1 Handling Money on internet 2.2 Inter-organization transaction (EDI, VANs) 2.3 Block Chain technology 2.4 Various Electronic Payment systems 2.5 History of e-payment system 2.6 e-Governance	**08**
Unit – 3 Electronic Market – Place **of buyers and Sellers**	3.1 Consumer and Business markets 3.2 Using internet as a platform for business 3.3 Advertising and marketing 3.4 Offering products and services via internet 3.5 Electronic customer support	**08**

Unit- 4 Web Cataloguing	4.1 Business care for documents library 4.2 Types of digital documents 4.3 Infrastructure of documents 4.4 Data Warehousing 4.5 Multimedia files as documents 4.6 Digital Signature	**07**
Unit -5 Security Issues	5.1 Client Server Security 5.2 Data and message security 5.3 Documents and security 5.4 Firewalls	**08**
Unit-6 Future of Electronic Business	6.1 Virtual and Crypto Currencies 6.2 Machine Learning 6.3 Affiliate marketing and Branded content 6.4 Influencer Marketing techniques	**06**
	TOTAL CLASSROOM CONTACT SESSIONS	**45**

Text Reading: Latest Editions

1 Ravi Kalakotta and Whinston B., "Frontiers of E-Commerce", Addison-Wesley, New Delhi.

2 Ravi Kalakotta and M. Robinson, "E-Business: Roadmap for Success", Addison-Wesley, New Delhi.

3 Mastering Bitcoin: Programming the Open Blockchain - Book by Andreas Antonopoulos

4 Hands□On Machine Learning with Scikit□Learn and TensorFlow: Concepts,… - Book by AurélienGéron

For Reference

1 www.searchengineland.con

2 www.searchenginewatch.com

INSTITUTE OF MANAGEMENT STUDIES

M.B.A. (e-Commerce)-Batch (2019-21)
Semester II

SUBJECT NAME	RESEARCH METHODOLOGY	Subject Code	MS5F-512
		Total Credits	03

Subject Nature: ABILITY ENHANCEMENT

Course Objective:

- 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 Outcome:

At the end of the course students should be able to;

1. Help to get solutions to the problems in the corporate world through research.
2. Develop research papers to understand the intricacies of research.
3. Describe and attain some elementary level of data analysis applicable in research.

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		Class Sessions
UNIT –I 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	**08**
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).	**08**
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.	**06**

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.	**06**
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)	**12**
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.	**05**
	TOTAL CLASSROOM CONTACT SESSIONS	**45**

Text Reading: Latest Editions

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			
M.B.A. (e-Commerce)-Batch (2019-21) Semester II			
SUBJECT NAME	**OPERATIONS RESEARCH**	**Subject Code**	**MS5F-514**
		Total Credits	**03**

Subject Nature: GENERIC

Course Objective:

- The objectives of this course are to help the students acquire quantitative tools.
- 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 students should be able to;

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 having theory and cases/practical problems.

Course Contents

		Class Room Contact Sessions
UNIT –I Quantitative Techniques and Operations Research	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.	**06**
Unit-2 Linear Programming	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.	**10**
Unit – 3 Non Linear Programming	3.1 Concepts and Applications of Dynamic Programming, Quadratic Programming, Integer Programming and Non linear Programming (Concepts and applications only)	**02**
Unit-3 Transportation Model and Assignment Problem	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,	**10**

	3.4 Formulation of assignment problems, Solution of assignment problems using Hungarian Method (Minimization and Maximization).	
Unit- 4 Game Theory	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	**05**
Unit -5 Replacement Models	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.	**04**
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.	**06**
Unit- 7 Simulation	7.1 Concept of Simulation and its applications.	**02**
	TOTAL CLASSROOM CONTACT SESSIONS	**45**

Text Reading: Latest Editions

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

MBA (E-COMMERCE)-BATCH 2019-21
SEMESTER-II

SUBJECT NAME	**JAVA PROGRAMMING**	**SUBJECT CODE**	**MS5F-516**
		Total Credit	**03**

Subject Nature: Core

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:
Upon completing requirements for this course, the student will be able to:
Create a software application using the Java programming language.
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 of 60 marks.

Course Contents		**SESSION**
UNIT	**Content**	
UNIT 1	**1.1** Introduction to Java **1.2** History & features of java **1.3** Concept of javavirtual machine (JVM) **1.4** Java class libraries **1.5**Java development kit (JDK)	
UNIT2	**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	
UNIT3	**3.1** Object Oriented Programming and JAVA **3.2** Objects and Classes **3.3** Method overloading & Method overriding **3.4** Constructer **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	

UNIT4	**4.1**Introduction to Servlet **4.2**Servlet life cycle **4.3**ServletRequest **4.4** Servlet Collaboration **4.5**Session tracking **4.6**JDBC **4.7** JDBC Driver **4.8**DB connectivity steps **4.9**ResultSet **4.10**PrepareStatement	
UNIT5	**5.1** Introduction to JSP **5.2**Elements of JSP **5.3**JSP directives **5.4**JSP declarations **5.5**JSP scriplets **5.6**JSPExpressions **5.7** MVC in JSP	
	TOTAL CLASSROOM CONTACT SESSIONS	45

Learning Resources:

Text Books:

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

SEMESTER III

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (E-commerce) Batch 2019-21 Semester III			
SUBJECT NAME	**J2EE PROGRAMMING**	**Subject Code**	**MS5F-621**
		Total Credits	**03**
Subject Nature: Elective			
Course Objective: Theobjectiveofthecourseistoprovidethestudentswithaconceptual,analytical&Technicalframework of J2EEProgramming.			
Learning Outcome: At the end of the course students should be able to; 1. Understand Web Application Deployment 2. Creating Web Application in JSP 3.Understand J2EE Programming concept and Implementation			
Examination scheme: The faculty member will award internal marks out of 40 based on three assessments of 20 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

		Class Room Contact Sessions
UNIT –I CoreJ2EE Concepts	1.1) CoreJ2EEconcepts, 1.2) CoreJ2EETechnologiesandcomponent, 1.3) J2EEapplication programmingmodel 1.4) Introduction to Enterprise Edition 1.5) Distributed Multitier Applications	**05**
Unit-2 Web server and Application Server	**2.1) Introduction Web server and Application Server** 2.2) DeploymentofJ2EEapplicationonweb server 2.3) Tomcat-Introduction 2.4)Overview, installation, Configuring Tomcat 2.5) Jobs server-Introduction ,Overview,installation and Configuration,Comparison	**05**
Unit – 3 WEB.XMLdeploymentdescriptor	3.1-) DetaileddescriptionofWEB.XMLdeploymentdescriptor 3.2-) context-param ,description ,display-name,distributable 3.3) error-page ,filter,filter-mapping,icon, listener,login-config 3.4) mime-mapping ,resource-env-ref,resource-ref,security- 3.5) constraint ,security-role,servlet,servlet-mapping, session-config	**05**

Unit- 4 Directorystructureinweb	4.1) Directory Structure 4.2) Steps to Create and Configure a Web Application 4.3) Create the Enterprise Application Wrapper, Create the Web Application 4.4) Creating the build.xml File ,Configuring How a Client Accesses a Web Application ,Configuring Virtual Hosts for Web Applications	**04**
Unit -5 JSP (Javaserverpages)	5.1) JavaServer Pages Technology ,The Life Cycle of a JSP Page ,Translation and Compilation 5.2) Creating Static Content ,Response and Page Encoding 5.3) Creating Dynamic Content ,Using Objects within JSP Pages 5.4) Expression Language ,Deactivating Expression Evaluation ,Implicit Objects ,Literals & Operators Reserved Words 5.5) JavaBeans Components ,Reusing Content in JSP Pages Transferring Control , Jsp: param Element Groups of JSP Pages	**12**
Unit-6 Servlet	6.1) Introduction,configurationofaservletonawebserver, 6.2) differencebetweenJSPand servlet,servletlifecycle 6.3) Using Scope Objects ,Controlling Concurrent Access 6.4)Using Scope Objects ,Controlling Concurrent Access Getting Information from Requests , 6.5)Constructing Responses Filtering Requests and Responses ,Programming Filters Customized Requests and Responses	**10**
Unit-7	SampleapplicationusingJSPandservlet	**04**
	TOTAL CLASSROOM CONTACT SESSIONS	**45**

Text Reading: Latest Editions

1.Headfirstservlet&JSP–byBrianBasham,KathysierraandBertrates

2.SamsTeachyourselfJavaJSPin21days

3.PureJSP: Javaserverpagesbyjamesgoodwill,SAMS

Web Reference:

3 https://docs.oracle.com/cd/E13222_01/wls/docs90/webapp/configurewebapp.html

4 https://docs.oracle.com/cd/E14571_01/web.1111/e13712/web_xml.htm#WBAPP502

5 https://docs.oracle.com/javaee/5/tutorial/doc/bnadx.html

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. 2 Year (e-Commerce) **Semester III**			
SUBJECT NAME	**COMMON ARCHITECTURE IN JAVA**	**Subject Code**	**MS5F-623**
		Total Credits	**03**
Subject Nature: **Elective**			
Course Objective: Theobjectiveofthecourseistoprovidethestudentswithaconceptual,analytical&Technicalframework ofCommonarchitectureinJAVA**.**			
Learning Outcome: At the end of the course students should be able to; 1. Understand the principles of common architecture in JAVA 2. Creating Web Application in Java 3.Understand common architecture in JAVA Programming concept and Implementation			
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 Contents

		Class room contact
UNIT –1	1.1 CommonStructure 1.2 Introductiontodesignpatterns:singleton,observer,adapterJar/ War/Ear.	**9**
UNIT -2	2.1 FrameworkIntroduction 2.2 CommonFrameworkinJ2EE.	**8**
UNIT -3	3.1 MVCarchitecture/frameworks:Benefits	**8**
UNIT -4	4.1 Web applicationframeworks:Struts	10
UNIT -5	**Struts** 5.1 Introduction 5.2 Benefits 5.3 Taglibraries 5.4 Typesof ActionForm 5.5 TypesofActionclass 5.6 ValidationinStruts	**11**
TOTAL CLASSROOM CONTACT SESSIONS		**45**

Learning Resources:

Text Books:

- Pattern-OrientedSoftwareArchitecture,Volume1,ASystemofPatternsbyFrank Buschmann,et all,ISBN:0-471-95869-7
- HeadFirstDesignPatternsFreeman;O'ReillyISBN:0-596-00712-4

Reference Books :

- Pattern-OrientedSoftwareArchitecture,Volume2,PatternsforConcurrentand NetworkedObjectsbyDouglasSchmidt,MichaelStal,HansRohnert,FrankBuschmann.SBN - 0471606952

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (E-commerce) Batch (2019-21) Semester III			
Subject Name	**VB.NET Programming**	**Subject Code**	**MS5F-625**
		Total Credits	**03**
Subject Nature: ELECTIVE			
Course Objective: Theobjectiveofthiscourseistoprovidethestudentsbasicknowledgeof VB.NETapplicationdevelopment specialreferencetoe-commerce.			
Learning Outcome: At the end of the course students should be able to; 1. Creating Windows Application 2. Working with Front end and back end language 3.Understand Windows base software and implementation			
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		**Class Room Contact Sessions**
UNIT –I IntroductionTo .netFramework	1.1) What is .Net Framework ,Base Class Library 1.2) Common Language Run time 1.3) Assemblies and Type of Assemblies 1.4) Installation and configuration of .net	**05**
Unit-2 WindowsApplication	2.1) Creatingthe WindowsFormusingthe WindowsFormDesigner 2.2)Properties of Windows Forms 2.3) ImplementnavigationfortheuserInterface 2.4) LanguageBasics,CodingStandards 2.5)Debuggingyourapplication	**08**
Unit – 3 Working with Controls	3.1) Introduction to controls available for windows application (Common Control, Data Control, Menu Control) 3.2) Add Control to Windows Forms 3.3) Validate Use Input 3.4) Error handling 3.5) Object Oriented Programming Implementation	**11**

Unit- 4 Working With Data	4.1) What is ADO.net 4.2) Architecture of ADO.net , Component of ADO.net 4.3) Insert/Update /Delete Data into Database Using ADO.net with Windows Form Application 4.4) Display data into grid using ADO.net in Windows Form 4.5) Working with data Control	**13**
Unit -5 DeployingWindowsFormsApplications	5.1) Create Sample Application in Windows Form 5.2) Plan the Deployment Windows form Application 5.3) Creating Setup for Windows Application 5.4) Install and Deploy Windows Application	**08**
	TOTAL CLASSROOM CONTACT SESSIONS	**45**

Text Reading: Latest Editions

1. VB.Net(Beginners)WroxPublication
2. VB.Net(Professional)WroxPublication
3. VB.NetBlackBook
4. VB.NetByMicrosoftpr.

Web Reference:

6 https://www.tutorialspoint.com/vb.net/
7 http://howtostartprogramming.com/vb-net/
8 http://vb.net-informations.com/

INSTITUTE OF MANAGEMENT STUDIES

M.B.A. (E-COMMERCE)
BATCH (2019-21)
SEMESTER III

SUBJECT NAME	DIGITAL MARKETING	Subject Code	MS5F-601
		Total Credits	03

Subject Nature: Core

Course Objective:

To acquaint students how to leveraging Digital Marketing for personal or organizational growth.

2 To help the students gain competency in improving their digital marketing skills with an understanding of fundamentalissues pertaining to the business world to enhance their ability to manage businesses effectively.

Learning Outcome:

At the end of the course students should be able to;

1. Provide an overview of digital marketingto make business easy through digital platform
2. Examine the various digital forms that a business entity can take and the relative advantages and disadvantages of each of these forms
3. Understand various aspects of marketing through digital media platform

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

		Class Room Contact Sessions
UNIT –I Introduction, and Fundamentals of Digital Marketing	1.1 Definition,Scope,Advantages&Disadvantages,Process 1.2 Digital Marketing VsTraditionalMarketing 1.3 Digital Marketing Strategies 1.4 Functions and Responsibilities of Marketing Managers 1.5 Timeline and changes in Digital Marketing 1.6 Future of Digital Marketing	**08**
Unit-2 Channels of Digital Marketing	2.1 Overview of Channels of Digital Marketing 2.2 Search Engine Optimization 2.3 Search Engine Marketing 2.4 Social Media 2.5 Content Creation, Management and Curation 2.6 Email Marketing 2.7 Mobile Specific 2.8 Inbound and Outbound Marketing	**12**

Unit – 3 Paid and Sponsored Advertising Models	3.1 Paid Ads on Search Engines 3.2 Paid Ads on Social Media 3.3 Affiliate Marketing 3.4 Influencer Marketing 3.5 Paid Ads on e-commerce Platforms 3.6 Video Ads 3.7 Branded Content	**09**
Unit- 4 Marketing Automation	4.1 Marketing Automation Tools 4.2 Lead Generation Strategy 4.3 CRM and Sales Integration	**07**
Unit -5 Understanding of Analytics	5.1 Search Engine Analytics 5.2 Social Media Analytics and Insights 5.3 App Analytics 5.4 Advertising Analytics 5.5 Vanity Metrics and Actionable Metrics	**09**
	TOTAL CLASSROOM CONTACT SESSIONS	**45**

Text Reading: Latest Editions

1. Digital Marketing For Dummies by Russ Henneberry and Ryan Deiss
2. The New Rules of Marketing and PR: 6th Edition by David Meerman Scott
3. Hit Makers: The Science of Popularity in an Age of Digital Distraction by Derek Thomson, 2017

Web Reference:

9 www.searchengineland.com
10 www.searchenginejournal.com
11 www.socialmediatoday.com
12 www.business2community.com

INSTITUTE OF MANAGEMENT STUDIES

M.B.A. (E-COMMERCE)
BATCH (2019-21)
SEMESTER -III

SUBJECT NAME	SOFTWARE ENGINEERING AND PROJECT MANAGEMENT	Subject Code	MS5F-603
		Total Credit	03

Subject Nature: CORE

Course Objective:
The Objective of the course is to introduce the students to essential knowledge of software engineering and project management. Software engineering is dynamic disciplines that have continuous growth in research in identifying new methods, tools and methodologies that have cause vast improvement in software development and maintenance to be more reliable and efficient.

Learning Outcome:
After the completion of course the student will be able to acquaint themselves with the concept of software engineering and project management

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 Contents

		Class session
UNIT –1 Conceptual understanding of Software Engineering and Project Management	SOFTWARE OVERVIEW 1.1. Software Evolution – Definitions, Laws 1.2. Software design, development and programming paradigm 1.3. Need of software engineering 1.4. Basic Terms of Project Management 1.5. Chart of 47 Processes under their Knowledge Areas and Domains. 1.6. Applicable Concepts of Project Management	**5**
UNIT-2 The Right Start Initiation	2.1 SOFTWARE DEVELOPMENT LIFE CYCLE 2.1.1 Communication 2.1.2 Requirement Gathering 2.1.3 Feasibility Study 2.1.4 System Analysis 2.1.5 Software Design 2.1.6 Coding 2.1.7 Testing 2.1.8 Integration 2.1.9 Implementation 2.1.10 Operation and Maintenance 2.2 SOFTWARE DEVELOPMENT PARADIGM 2.2.1 Previous Models (Waterfall Model, Iterative Model,	**10**

	Spiral Model, V – model, Big Bang Model) 2.2.2 Latest Models (Agile, Scrum)	
Unit-3 The Start-Up Planning: Introduction to Green-Lighted Projects	3.1 need of software project management 3.2 software project manager 3.2.1 managing people 3.2.2 managing project 3.3 project planning 3.4 scope management 3.5 project estimation techniques 3.5.1 decomposition technique 3.5.2 empirical estimation technique 3.6 project scheduling management 3.7 project risk management 3.7.1 risk management process 3.8 project execution and monitoring 3.9 project communication management 3.10 project management tools 3.10.1 gantt chart 3.10.2 pert chart 3.10.3 resource histogram 3.10.4 critical path analysis	**10**
Unit 4 SAD Implementation of Project with Quality Control	4.1 software analysis and design tools 4.2 software design strategies 4.3 software user interface design 4.4 software implementation 4.5 quality management 4.5.1 Modern Quality Management and ISO 9000 Quality Planning. 4.5.2 Quality Assurance, Quality Control, Tools and Techniques for Quality Control 4.5.3 Six Sigma and the Seven Run Rule Capability Maturity Model for Software.	**5**
Unit -5 Test and Maintain the Software	5.1 Construct the final project implementation plan 5.2 Manage plan revisions and change control 5.3 Conduct problem solving and stakeholder management 5.4 Discuss strategies for monitoring the project implementation plan 5.5 Basics of Information Management (Data Base Theory)	**5**
Unit – 6 Successful Endeavour of the Project	6.1 Explore the process for closing out the project 6.2 Capture Lessons Learned 6.3 Highlight the importance of project team recognition (Capability Clouds and Social Computing, Professional Code of Conduct and Ethics)	**5**

Unit – 7 **True Innovation Change**	7.1 cloud computing 7.2 big data 7.3 android computing 7.4 network security 7.5 software engineering project management (Brief Understanding)	**5**
	TOTAL CLASSROOM CONTACT SESSIONS	**45**

Text Books:

1. Information Technology Project Management by Kathy Schalbe Pub: Thomson Learning.
2. CMM in practice by Pankaj Jalote Pub Addison Wesley.
3. Software Engineering A Practitioner's Approach, By Roger Pressman, Pub McGrawHill
4. pmbok® *guide* – sixth edition pmi
5. Software Engineering A Practitioner's Approach, By Roger Pressman, Pub McGraw Hill
6. Applied Software Project Management 1st Editionby Andrew Stellman, Jennifer Greene

INSTITUTE OF MANAGEMENT STUDIES

M.B.A. (E-COMMERCE)
BATCH (2019-21)
SEMESTER III

SUBJECT NAME	SEARCH ENGINE OPTIMIZATION	Subject Code	MS5F-605
		Total Credits	03

Subject Nature: GENERIC

Course Objective:

To acquaint students how to leveraging Search Engine Optimization techniques to get more visibility of website in search engine.

Learning Outcome:

At the end of the course students should be able to;

1. Provide an overview of search engine optimizationto ease the process of digital marketing
2. Examine the various techniques of SEO that a business/brandcan use and the relative advantages and disadvantages of each of these forms

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

		Class t Sessions
UNIT –I Introduction, and Fundamentals of Search Engine Optimization	1.1 An Overview of SEO 1.2 History of SEO 1.3 Future Of SEO 1.4 How Search Engines Work 1.5 Types of Search Engines 1.6 Mobile SEO 1.7 The Three Pillars of SEO: Authority, Relevance, and Trust	**08**
Unit-2 SEO Audit, Tools, and Algorithms	2.1 SEO Audits - Different Types of SEO Audits, Tools, Complete SEO Audit with Checklist 2.2 Google Search Console 2.3 Search Engine's Algorithm Updates 2.4 Violations & Search Engine Spam Penalties 2.5 Types Of Search Engine Success Factors	**08**
Unit – 3Understanding of Keywords -Research and Analysis	3.1 Finding Seed Keywords: Mind Map for Keyword Research 3.2 Using various forums for Keyword Research 3.3 Keyword Research Process 3.4 Different Tools for Keyword Research 3.5 SEO Conversions and Metrics	**08**

Unit- 4 On Page Optimization	4.1 General Understanding of On-page process 4.2 Web Page Basics: What is HTML, JavaScript, CSS, Basic HTML Tags to create a web page, HTML Tags for SEO: Title, H1, META Tags, IMG, A Href 4.3 Crawling: XML, HTML Sitemaps, Robots.txt, Creating SEO-based content, Negative on-page to avoid 4.4 URL Architecture, Page Speed Analysis with various tools, 301 Redirects 4.5 App Store Optimization, Mobile Websites : Responsive, Adaptive, Dynamic 4.6 Schema Markups	**08**
Unit -5 Off Page Optimization	5.1 Link Building 5.2 Social SEO 5.3 Local SEO 5.4 Backlink Audit	**08**
	TOTAL CLASSROOM CONTACT SESSIONS	**40**

Text Reading: Latest Editions

1.SEO for Dummies, 6th EditionSEO for Dummies By Peter Kent

2SEO for Growth: The Ultimate Guide for Marketers, Web Designers & Entrepreneurs, By John Jantsch and Phil Singleton

3.SEO 2018: Learn search engine optimization with smart internet marketing strategies By Adam Clarke

Web Reference:

1.www.searchengineland.com

2.www.searchenginejournal.com

3.www.socialmediatoday.com

4.www.business2community.com

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (E-COMMERCE) **BATCH (2018- 20)** **SEMESTER III**			
SUBJECT NAME	**E-COMMERCE APPLICATION DEVELOPMENT USING PHP**	**Subject Code**	**MS5F-607**
		Total Credits	**03**
Subject Nature: CORE			
Course Objective: The objective of this course is to provide the students basic knowledge of PHP application development special reference to e-commerce.			
Learning Outcome: At the end of the course students should be able to;To understand aboutPHP programming using for web application development**.**			
Examination scheme: The semester examination worth 60marks will contain 7/8 questions out of which marks are for internal test and remaining 40 marks will be for assignment, laboratory work, online viva etc**.**			

Course Contents		**Class session**
UNIT –1 Web Applications	1.1Web Architecture: Web Servers, Web Browsers. 1.2 N-tier Architecture. 1.3 Client & Sever- side Technologies:-CGI, Asp, jsp. 1.4 Scripting Languages: - Sever Side, Client Side. 1.5 Working of Web-Server. 1.6 Introduction to PHP:- History, 1.7 Advantages and Disadvantage of using php.	**08**
Unit-2 Basic Language Constructs	2.1 Layout of Php Program 2.2 Various type of Comments 2.3 Variable, Static Variables 2.4 Constants Declaration & Scope 2.5 Output Using Echo, Print 2.6 String-Single quoted and double quoted 2.7 Various String Manipulation Functions. 2.8Include & Require	**08**

Unit-3 Control & Functions	3.1 Logical operators, Comparison operators, Ternary Operator. 3.2 Branching using if-else. 3.3 Lopping using do-while, while loop, for loop, 3.4 Break & Continue, Bounded Versus Unbounded Loops. 3.5 Arrays and Array Functions. 3.6 Prototype of functions 3.7 Declaration and Calling, 3.8 Function Scope. 3.9 Formal Parameter v/s Actual Parameters , Recursion	**10**
Unit- 4 Advanced Php Programming	4.1 Introduction to oops, 4.2 Building Blocks of oops-Abstraction, Inheritance, Polymorphism. 4.3 Basic PHP constructs for oop, 4.4 Constructor and destructor. 4.5 Defining classes, Inheriting a class, 4.6 Object Declarations. 4.7 Exceptions & Exceptions Handling. 4.8 File Handling & System Functions.	**09**
Unit -5 Passing Information b/w Pages & Generating Dynamic Pages	5.1 Http protocol, GET & POST method, IP Addresses. 5.2 Connecting to Database, Making Queries. 5.3 Inserting & Fetching Data Sets. 5.4 Displaying Formatted Results on web page. 5.5 Session Management.	**10**
TOTAL CLASSROOM CONTACT SESSIONS		**45**
Learning Resources: **Text Books:: PHP & MYSQL Bible** **Website: www.php.net, www.mysql.org**		

INSTITUTE OF MANAGEMENT STUDIES

M.B.A. (EC)
BATCH (2019-21)
SEMESTER III

SUBJECT NAME	DATAANALYTICS	Subject Code	MS5F-609
		Total Credits	03

SUBJECT NATURE: GENERIC

Course Objective:

- To familiarize participants with concepts and applications of data analytics.
- To acquaint participants with the challenges of data preparation and implementation.
- To understand and design data driven models for business decision making.

Learning Outcome:

At the end of the course students should be able to;

- To understand the role of data analytics, data mining and business analytics within an organization.
- Compute and analyse data using statistical and data mining techniques
- Design and develop process of improving the decision making (relevance and quality).

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		Sessions
Unit - 1 Introduction to Data Analytics	1.1 Understanding need of data analytics for business organization, 1.2 Application of data analytics at different levels of business organization, concept of data, information, 1.3 Knowledge discovery, data quality issues, analytics, data mining, data analytics, 1.4 Applications of data analytics, business analytics and business intelligence.	**11**
Unit - 2 Examining Data – Exploration and Transformation	2.1 Creating MS- Excel sheet and performing operations on MS-Excel Sheet - Formatting cells, inserting functions (min, max, average, sum, count, countif, etc.), copying functions and text, analysis using if – else, performing descriptive statistics & summary statistics on the data set, data analysis using Pivot charts & graphs, VLOOKUP, What-if Analysis, sorting, filtering. 2.2 Creating charts/ graphs (histogram, scatter plot, line chart etc.) and Data Visualization using XLMiner for data exploration. 2.3 Overview of statistical perspective – Understanding mean, median, mode, correlation analysis, normal distribution, standard deviation, variance, histogram, testing of normality, Kurtosis 2.4 Handling Missing values, detection and handling of Outliers	**12**

	using Box- Whisker method, Data Exploration and Dimension Reduction using Principal Component Analysis (PCA).	
Unit - 3 Data Modelling	3.1 Supervised and unsupervised learning, inferential and predictive statistics, data types, variables types, 3.2 data normalization and preparation, partitioning of data into training, validation and test data sets, 3.3 Data driven modelling, Introduction to regression modelling, model preparation using regression techniques, data modelling using multiple linear regression, tree regression and introduction to Logistic Regression. Decision making using data driven models.	**12**
Unit-4 Data Modelling using ANN	4.1 Data analytics using non-parametric, Concepts and structure of an Artificial Neural Networks (ANN), Fitting in network to data and understanding various parameters of ANN. 4.2 Introduction to Support Vector Machine and Evolutionary Techniques for data analytics.	**04**
Unit – 5 Introduction to Latest Trends	5.1 Introduction to the latest trends in Data Analytics for business organizations - Introduction to association rule, 5.2 Discovering association rules in traditional Datasets, text mining, social network analysis. 5.3 Case study, simulations, discussion and applications in various functional areas.	**06**
	TOTAL CLASSROOM CONTACT SESSIONS	**45**

Learning Resources:

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

Reference Books:

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

INSTITUTE OF MANAGEMENT STUDIES

MBA (E-COMMERCE)
BATCH (2019-21)
SEMESTER -III

Subject Name	HUMAN RESOURCE MANAGEMENT	Subject Code	MS5F-611
		Total Credit	03

Subject Nature: Generic

Course Objective:

The objective of this course is to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India. Attention will also be paid to help them develop their communication and decision making skills through case discussions, role-plays etc.

Learning Outcome:

At the end of the course students should be able to;

1. To understand HRM as function of management.
2. To develop required skills to be a people's manager
3. To study dynamics of human resource & required skills for optimal utilisation of this asset.

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		Sessions
Unit-1. The Field of HRM:	1. An Overview, 2. Concept Evolution and Functions, 3. Strategic HRM and Global Issues.	5
Unit-2. Acquisition of Human Resources	1. Job Analysis, 2. H.R. Planning, 3. Recruitment & Selection, 4. Induction, 5. Placement Promotion and Transfer	6
.**Unit- 3. Training and Development**:	1. Objectives, 2. Training & Development Process, 3. Training Methods	**7**
Unit-4. Performance Appraisal	1. Objectives, 2. Performance Appraisal Process, 3. Performance Appraisal Methods.	**7**

UNIT-5. Maintenance of Human Resources	1. Job Evaluation, 2. Employee Compensation, 3. Incentives and Benefits.	**7**
Unit-6. Employee and Work Environment:	1. Grievance Procedure, 2. QWL, 3. Turnover, 4. VRS.	6
Unit- 7. Contemporary Issues in HRM:	1. basics of Balance Score Card, 2. Six Sigma, 3. KM, 4. Competency Mapping and Learning Organization.	**7**
	TOTAL CLASSROOM CONTACT SESSIONS	**45**

Learning Resources:

Text & Suggested Readings

1. P Subba Rao, "Essentials of Human Resource Management and industrial Relations: Text, Cases and Games", Mumbai, Himalaya, Latest Edition.
2. Robert L. Mathis and John H. Jackson, "Human Resource Management", South Western College Publishing, Latest Edition..
3. David S. Decenzo and Stephen P. Robbins, "Personnel/Human Resource Management", New Delhi, Prentice Hall, Latest Edition.
4. V.S.P. Rao, "Human Resource Management", New Delhi, Latest Edition
5. Michael Armstrong, "A Handbook of Human Resource Practice", London, Kogan Page, Latest Edition.
6. William B. Werther Jr. and Keith Davis, "Human Resources and Personnel Management", Singapore, McGraw Hill, Latest Edition.
7. Biswajeet Patanayak, "Human Resource Management" New Delhi, Prentice Hall India, Latest Edition.
8. Holloway J. Ed., "Performance Measurement and Evaluations", New Delhi, Sage Publications, Latest Edition.
9. Guy V. & Mattock J., "The New international Manager", London, Kogan Press, Latest

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SEMESTER IV

INSTITUTE OF MANAGEMENT STUDIES

M.B.A. (E-commerce)
Batch (2019-21)
Semester IV

SUBJECT NAME	MOBILE APPLICATION DEVELOPMENT	Subject Code	MS5F-622
		Total Credits	03

Subject Nature: **Elective**

Course Objective:
The objective of this course is to provide the students basic knowledge of mobile application development special reference to e-commerce.

Learning Outcome: At the end of the course students should be able to:
To understand about mobile application programming using for web application development.

Examination scheme: The semester examination worth 60 marks will contain 7/8 questions out of which marks are for internal test and remaining 40 marks will be for assignment, laboratory work, online viva etc

Course Contents			Classroom Contact Sessions
UNIT –I Android Overview and History	1.1	Introduction to Android	**08**
	1.2	Introduction to Android Stack	
	1.3	Application Framework	
	1.4	SDK Overview	
	1.5	Platforms	
Unit-2	2.1	Installation of SDK	**08**
	2.2	Creating your first project	
	2.3	Running your app on Emulator	

Main Building Blocks	2.4 Main Building Blocks 2.5 Activities 2.6 Activity Lifecycle 2.7 Griddle	
Unit – 3 **Components and Events**	3.1 Common UI Components 3.2 Handling User Events 3.3 Android System Overview 3.4 Complex UI Components 3.5 Menus and Dialogs	**10**
Unit- 4 **Handling Database**	4.1 Overview of SQL Database 4.2 Introducing SQLite 4.3 Opening and closing and working with a Database 4.4 Working with cursors Inserts, Updates, and Deletes 4.5 Basic Content Providers 4.6 Web Services and XML	**09**
Unit -5 **Application Deployment**	5.1 Android Application Deployment 5.2 Android Application Deployment on Device with Window 5.3 Generating sign APK 5.4 Process for Deployment on Android Market 5.5 Introduction to ionic 5.6 Difference between native and ionic apps	**10**
	TOTAL CLASSROOM CONTACT SESSIONS	**45**

Text Reading:

1. Android Apps for Absolute Beginners by Wallace Jackson
2. Expert Android Programming by Prajyote Mainkar
3. Android App Development for Dummies by Micheal Burton

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INSTITUTE OF MANAGEMENT STUDIES

M.B.A. (E-commerce) Batch 2019-21
Semester IV

Subject Name	**DATABASE FRAMEWORK USING HIBERNATE**	**Subject Code**	**MS5F-624**
		Total Credits	**03**

Subject Nature: **Elective**

Course Objective:

The objective of this course is to provide the students basic knowledge of hibernate.

Learning Outcome:

At the end of the course students should be able to understand about hibernate and using it for application development.

Examination scheme:

The semester examination worth 60 marks will contain 7/8 questions out of which marks are for internal test and remaining 40 marks will be for assignment, laboratory work, online viva etc.

Course Contents		**Class room contact**
UNIT –1 **Basics of Hibernate & Hibernate with IDE**	1.1 Hibernate Introduction 1.2 Hibernate Architecture 1.3 Understanding First Hibernate Application Hibernate with IDE 1.4 Hibernate in Eclipse 1.5 Hibernate in My Eclipse	**09**
UNIT -2 **Hibernate Application**	2.1 Hibernate with annotation 2.2 Hibernate Web Application 2.3 Hibernate Generator Classes 2.4 Hibernate Dialects	**08**

UNIT -3 **Hibernate Logging & Mapping**	3.1 Hibernate with Log4j 1 3.2 Hibernate with Log4j 2 3.3 Inheritance Mapping – Table Per Hierarchy, Table Per Hierarchy using Annotation Collection Mapping 3.4 Mapping List 3.5 One-to-many by List using XML 3.6 Many-to-many by list using XML 3.7 One-to-many by List using Annotation 3.8 Mapping Bag 3.9 One-to-many by Bag 3.10 Mapping Set 3.11 One-To-Many by Set 3.12 Mapping Map 3.13 Many-to-many by map 3.14 Component Mapping 3.15 Association Mapping	**11**
UNIT -4 **Hibernate – Query Language**	Hibernate – Query Language 4.1 Overview of HQL 4.2 Concept of HCQL 4.3 Concept of Named Query	08
UNIT -5 **Hibernate Caching & Integration**	**Hibernate Caching** 5.1 First Level Cache 5.2 Second Level Cache **Integration** 5.3 Hibernate and Struts 5.4 Hibernate and Spring	**09**
TOTAL CLASSROOM CONTACT SESSIONS		**45**

Learning Resources:

Text Books:

1. **Harnessing Hibernate – Step-by-Step Guide to Java Persistence by James Elliott, Timothy O'Brien, Ryan Fowler from O'Reilly**
2. **Hibernate Tips by Thorben Janssen**
3. **Java Persistence with Hibernate, Second Edition. Christian Bauer, Gavin King and Gary Gregory**

INSTITUTE OF MANAGEMENT STUDIES

M.B.A. (E-Commerce) Batch 2019-21

Semester IV

Subject Name	**ADVANCED .NET PROGRAMMING**	**Subject Code**	**MS5F-626**
		Total Credits	**03**

Subject Nature: ELECTIVE

Course Objective:

The objective of this course is to provide the students basic knowledge of Advanced Dot NET application development special reference to e-commerce.

Learning Outcome:

At the end of the course students should be able to;

1. Learn advance concept of Dot Net
2. Create Web Application
3. Understand Work with LINQ and Using in Asp.net and Windows Application

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

		Classroom Contact Sessions
UNIT –I **Windows Application Programming**	1.1 Create Windows form Application 1.2 Using Control 1.3 Menus and Content Menus 1.4 Dialog 1.5 MDI Form	**05**

Unit-2 **LINQ**	2.1 Introduction to LINQ, LINQ expressions, Using via extension methods 2.2 Filtering, Sorting, Aggregation, Skip and Take Operators, Joins, Extension Methods, Object Initialization Syntax 2.3 Anonymous types, Lambda expressions, Deffered 2.4 Execution, Benefits and drawbacks, IEnumerable vs IQueryable, Using across tiers, Data Projection 2.5 LINQ to SQL, Insert/Update/Delete/Select data Using LINQ to SQL	**08**
Unit – 3 **Web Application Programming Using Asp.NET**	3.1 Web application architecture, Static Web Page, Application Life Cycle, Dynamic Page 3.2 Page Life Cycle and Event Method, Html and Server control, Server Control Event Life Cycle, State Management 3.3 URL Rewriting, Hidden Form Field, View Sate, Session, Cookies and Application 3.4 Global class and Event Method, Uploading and Downloading, Page Directives, Data Source 3.5 Validation Control CompareValidator, CustomValidator, RangeValidator, RegularExpressionValidator and ValidationSummary, Navigation Control	**08**
Unit- 4 **Web Service**	4.1 Web Service Architectures, Explaining how to control the way a .NET Framework object is serialiazed to XML, Describing the structures of a Simple Object Access Protocol(SOAP) request and response 4.2 Consuming XML Web Services, Explaining the structure of a Web Service Description Language (WSDL) document. Explaining the Web Services discovery process, locating service contracts by using Disco.exe. 4.3 Generating Web service proxies by using Wsdl.exe., Implementing a Web Service consumer by using Visual Studio .NET, Invoking a Web Service synchronously and asynchronously by using a Web service proxy	**12**

	4.4	Creating a Web Service Project, Implementing Web service Methods, Exposing them, and controlling their behaviour.	
	4.5	Managing state in an ASP.NET – based Web service, Deploy Web service	
Unit -5 **WCF**	5.1	Wcf Framework, Wcf ABC, Wcf Address	**12**
	5.2	Wcf Binding, Wshttp, Basichttp, Nettcp, netPeertcp, Msmq	
	5.3	Wcf Contract, Service Contract, Operation Contract, Data Contract	
	5.4	Service Hosting, IIS Hosting	
	TOTAL CLASSROOM CONTACT SESSIONS		**45**

Text Reading: Latest Editions

1. **Pro ASP.NET 4 in C# 2010(Expert's Voice in .NET) Matthew MacDonald(Author)**
2. **C#/VB.Net Black Book**
3. **WCF Wiley Publication**
4. **ASP.NET by Microsoft Pr.**

Web Reference:

2 https://www.tutorialspoint.com/wcf/index.htm

3 https://www.tutorialspoint.com/vb.net/vb.net_advanced_forms.htm

4 https://www.tutorialspoint.com/webservices/index.htm

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INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (E-commerce) Batch 2019-21 **Semester IV**			
Subject Name	**IT Enabled Service Marketing**	**Subject Code**	**MS5F-602**
		Total Credits	**03**

Subject Nature: **Core**

Course Objective:

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

Learning Outcome: At the end of the semester the student should be able to develop skills for IT Enabled Service Marketing and its Applications.

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 Contents		**Classroom Contact Sessions**
UNIT –I **Service Fundamentals:**	1.1 Concept 1.2 Characterstics 1.3 Classification of Services 1.4 Business Models	**09**

	1.5 Emerging Trends	
Unit-2 **Strategic Issues**	2.1 Planning Process, New Services Launch 2.2 Environment – Socio- Economic, Political, Legal, Technology 2.3 Segmentation, Differentiation and Positioning 2.4 Effect of ITeS Marketing on Consumer Behavior 2.5 Database Marketing and Knowledge Management 2.6 Quality and Productivity	**09**
Unit – 3 **Marketing Mix and Management in ITES Marketing**	3.1 Product 3.2 Price 3.3 Pkace and Distribution Matrices 3.4 Promotion 3.5 People 3.6 Physical Evidence 3.7 Process	**09**
Unit- 4 **ITES Applications**	4.1 Financial Services – Banking, Capital Markets, Insurance 4.2 Health Services – Hospital Information Systems, Pharmacy, Tele-Medicine 4.3 Retail and Tourism 4.4 Information Technology and Communications Industry (ITC) and BPO 4.5 Government Services	**09**
Unit -5 **Customer Relationship Management**	5.1 Introduction to CRM 5.2 Evolution of CRM – Paradigm shift in Marketing 5.3 Significance and benefits of CRM to different business Organizations	**09**
	TOTAL CLASSROOM CONTACT SESSIONS	**45**

Text Reading: Latest Editions

1. **E-Marketing by J. Strauss, A. Ansari, Paymond Frost, PHI Publications**

2. **Marketing Moves by Philip Kotler, PHI Publications**
3. **E-Services by Rush and Kannan, PHI Publications**

Web Reference:

1. **Services Marketing by Christopher Lovelock, PHI Publications**

INSTITUTE OF MANAGEMENT STUDIES

M.B.A. (E-Commerce) Batch 2019-21

Semester IV

Subject Name	Strategic Management	Subject Code	MS5F-604
		Total Credits	03

Subject Nature: Core

Course Objective:

The objective of the course are to help the students gain understanding of the events and problems which occur in day to day working of organizations. Student is expected to develop a diagnostic and problem solving approach. It will help the students to sharpen his comprehension, analytical, descriptive and international skills.

Learning Outcome:

Students will understand the strategic aspects of organization and art of decision making. This course will provide a holistic overview of critical aspects of organization and understand various models of Strategic Management.

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		Classroom Contact Sessions
UNIT –I **Nature of Strategic Planning / Management**	1.1 Dynamic Environment 1.2 Strategic Management 1.3 Strategic Planning and Strategy 1.4 Thinking Map of Strategic Planning Process 1.5 Situational Analysis	**03**

	1.6 Benefits of Strategic Planning and Management 1.7 Hierarchy of Strategies	
Unit-2 **Understanding and analysing the external environment**	2.1 External nature of Strategic Management 2.2 Goals and limitations of environmental analysis 2.3 Components of General Environment 2.4 Process of External Environmental Analysis 2.5 General, Industry and International Environmental Factors 2.6 Analysis of Environment 2.7 Diagnosis of Environment factors influencing it, Environmental Threat and Opportunity Profile (ETOP) 2.8 Internal Strengths and Weaknesses, factors affecting these.	**05**
Unit – 3 **Service area competitor analysis**	3.1 Purpose of competitor analysis 3.2 Service area competitor analysis	**03**
Unit- 4 **Internal Environmental Analysis / Competitive Advantage**	4.1 Value chain 4.2 Components of value chain 4.3 Strategic thinking map and steps 4.4 Techniques of Internal Analysis 4.5 Strategic Advantage 4.6 Profile (SAP) 4.7 Diagnosis of Strengths and Weaknesses	**05**
Unit -5 **Directional Strategies**	5.1 Mission and Vision 5.2 Values and Strategic Goals 5.3 Introduction to Social Entrepreneurship 5.4 Managing Private-Public Partnerships	**10**

	5.5 Mergers, Acquisition and Corporate Restructuring 5.6 Resource Based Strategy 5.7 Technology Management 5.8 Transformation for Sustainable Superior Performance 5.9 Firm Resources and Resource Dynamics 5.10 Coporate Diversification 5.11 Strategic Alliances 5.12 Product Differentiation 5.13 Vertical Integration 5.14 Narrowing the choices, Managerial Choice Factors, Choice Processes 5.15 Strategic Gap Analysis 5.16 ETOP-SAP Matching, BCG Product – Portfolio Matrix, G.E. Nine Cell Planning Grid 5.17 Contingency Strategies, Prescriptions for Choice of Business Strategy, Choosing International Strategies.	
Unit – 6 **Developing Strategic Alternatives**	6.1 Decision logic and strategic thinking map for strategy Formulation	**02**
Unit – 7 **Evaluation of Alternatives and Strategic Choice**	7.1 TOWS matrix, PLC analysis, BCG Portfolio analysis, SPACE MATRIX 7.2 Control and Evaluation Process 7.3 Motivation to Evaluate 7.4 Criteria for Evaluation 7.5 Measuring and Feedback 7.6 Evaluation and Corrective Action	**04**
Unit – 8	8.1 Implementing strategy through value adding service delivery and their supporting strategies	**04**

Strategy Implementation	8.2 Implementing strategy through unit action plans 8.3 Building organizational capabilities, dealing with complexity, reshaping business models, tools for implementation, delivering success.	
Unit-9 **Mitigating Political and Financial Risk**	9.1 Learning how other companies have dealt successfully with host-country political risk and why some strategies continue to fail 9.2 Responding adeptly to changes in the financial environment, optimizing financial strategy in a global downturn, and preparing to adjust strategy quickly when the economy rebounds 9.3 Preparing your organization to respond to governmental changes in different countries	**04**
Unit – 10 **Defining International Strategy and Building a Global Organization**	10.1 Recognizing when a company's competitive advantage can be leveraged more effectively on a global playing Field 10.2 Determining the extent to which the company should be globally diversified in its business and markets 10.3 Evaluating which strategic activities to own and which to execute through alliances or outsourcing 10.4 Deciding how the organization and its incentive system can best support specific global strategy choices 10.5 Global trends, successful expansion strategies, managing the global value chain, global value creation: adding value scorecard, strategies for capturing global value: aggregation, adaptation, arbitrage; Integrated Strategy	**04**
	TOTAL CLASSROOM CONTACT SESSIONS	**45**

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Text Reading: Latest Editions

INSTITUTE OF MANAGEMENT STUDIES

M.B.A. (E-commerce) Batch 2019-21

Semester IV

Subject Name	**Knowledge Management**	**Subject Code**	**MS5F-606**
		Total Credits	**03**

Subject Nature: CORE

Course Objective:

The objective of the course is to make participants aware of using information that creates value and knowledge and how knowledge management system is working in the organization.

Learning Outcome:

At the end of the course students should be able to :

1. To understand about Knowledge Management Systems and its importance for learning organization and other business processes.
2. It will help to understand and identiy the organization key resources of knowledge and how it helps in development of organization and knowledge sharing.

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 Contents		**Class room contact session**
UNIT –1 **Introducing Knowledge Management**	1.1. The concepts of Storage as Management 1.2. Approaches to DBMS Information Processing 1.3.Information Systems, Organizational Learning 1.4. Introduction, Total Quality Management 1.5. Introduction to Emerging Business Paradigms 1.6. Introduction to Knowledge Management	**09**

	1.7. Basic Knowledge – Related Definitions 1.8. Roles of Knowledge Management in Today's Organization 1.9. Classification of Knowledge Management Systems 1.10. Forces Driving Knowledge Management 1.11. Defining the Data, Information and Knowledge 1.12. Form Data Processing to Knowledge-Based Systems 1.13. Types of Knowledge 1.14. Human's Learning Models 1.15. Expert's Reasoning Methods	
UNIT-2 **Knowledge Management System Life Cycle**	2.1 Introduction to Knowledge Management System Life Cycle 2.2 Challenges in Building Knowledge Management Systems 2.3 Knowledge Evaluation, Knowledge Processing 2.4 Knowledge Implementation, Identifying Knowledge Centers 2.5 Nonaka's Model of Knowledge Creation and Transformation 2.6 Impediments to Knowledge Sharing	**07**
Unit-3 **Knowledge Management Techniques, Systems and Tools**	3.1 Introduction to Knowledge Management Architecture 3.2 The Knowledge Capture Process 3.3 Identifying Experts – Single and Multiple Experts 3.4 Systems and tools, Knowledge Analysis 3.5 Organizational Knowledge Dissemination 3.6 Knowledge Capture Techniques- • On-Site Observation (Action Protocol) • Brainstorming(conventional and Electronic) • Consensus Decision Making • Nominal Group Technique • Dephi Method	**08**

	• Repertory Grid	
	• Concept Mapping • Blackboarding 3.7 Organizational Knowledge Management Architecture and Implementation Strategies	
Unit 4 **Knowledge Codification**	4.1 Introduction to Knowledge Codification 4.2 Benefits of Knowledge Codification 4.3 Knowledge Codification in the KM System Life Cycle 4.4 Codification Tools- Knowledge Map, Decision Table 4.5 Decision Tree, Frames, Production Rules, Case-Based Reasoning	**06**
Unit -5 **System Testing and Deployment**	5.1 Introduction to Quality Assurance 5.2 Knowledge Management Testing 5.3 Hurdles in KMS Testing, Logical Testing Approaches 5.4 System testing and Deployment in KMSLC 5.5 Factors affecting System Deployment	**06**
Unit – 6 **Knowledge Transfer and Sharing**	6.1 Introduction to Knowledge Transfer and Knowledge Sharing 6.2 Fundamentals of Knowledge Transfer 6.3 Learning From Data – The Concept of Learning 6.4 Data Visualization, Neural Networks – The Basic 6.5 The Knowledge transfer in Electronic World 6.6 Groupware Categories and Applications	**05**
Unit – 7 **Knowledge Portals and Knowledge Management Tools**	7.1 Organization Collaborative Platforms 7.2 Introductions, Knowledge Management Roles 7.3 Knowledge Management Job Opportunities 7.4 Key Components of Knowledge Portal 7.5 Categories of Portal Tools 7.6 Knowledge Worker	**5**
	TOTAL CLASSROOM CONTACT SESSIONS	**45**

M.B.A. (E-commerce) Batch 2019-21

Semester IV

Subject Name Cyber Law and BusinessRegulatory Framework	**Subject Code**	**MS5F-608**
	Total Credits	**03**

Subject Nature: GENERIC

Course Objective:

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

1. 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.
2. Students will also be able to analyze recent developments in nationaland global information policy, the nature of the policy making process and the identities and positions of the various stakeholders.

Learning Outcome:

At the end of the course students should be able to:-

1. Student will become familiar with Cyber Law
2. To understand pros-cons of legal issues of Digital World
3. How to prevent or address cyber crime

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		Class Room Contact Sessions
UNIT –I **Jurisdiction**	1.1 Uncitral Model Law 1.2 Jurisdiction in Cyber Space: Concept of Jurisdiction, Internet Jurisdiction, Indian Context of Jurisdiction, International Position of Internet Jurisdiction Casers in Cyber Jurisdiction	**04**
Unit-2 **IT Act 2000**	2.1 Aims and Objectives 2.2 Role of Certifying Authorities Regulators Under IT Act – Cyber Crimes – Offences and Contraventions – Liability of Network/Online Service Providers- 2.3 Grey Areas of IT Act – Legal efforts of electronic evidence – security procedures and protocols 2.4 Technical issues and legal issues Digital Signature 2.5 Digital Signature Certificate – Types 2.6 Certifying authorities and controller of certifying authorities	**07**
Unit – 3 **Concept of Cyber Crime**	3.1 Major trends in cybercrimes – Position under IPC, Cr. P. C. and Indian Evidence Law 3.2 Computer Viruses, Worms and Trojans – Cyber Terrorism 3.3 Cyber Crimes and International Law – Europena Convention on Cyber Crime 3.4 Data Protection and Privacy – Cyber Security Perspectives – Internet Security Issues 3.5 Digital Signatures for Securing Information Assets, Firewalls, Ethical Hacking.	**06**

Unit- 4 **Cyber Investigation**	4.1 Cyber crime Investigation Process 4.2 Investigation Tools Digital Evidence Collection, Evidence Preservation, E-Mail Investigation 4.3 E-Mail Tracking, IP Tracking, E-Mail Recovery, Encryption and Decryption methods, Search and seizure of Computers. 4.4 Cyber Forensics Tools and Software, Recovering deleted Evidences, Password Cracking and Latest Tools	**07**
Unit -5 **IPR Issues in a NutShell**	5.1 Legal Issues in Internet and Software Copyright: Jurisdiction Issues and Copyright, Infringement, Remedies of Infringement. Multimedia and Copyright Issues, Software Piracy 5.2 Patents: Understanding Patents, International context of Patents, Indian Position of Computer related Patents Registration and offences 5.3 Trademarks : Understanding Trademarks, Trademark Law In India, Infringement and Passing Off, Trademarks in Internet Domain Name Registration, Domain Name Disputes and WIPO	**09**
Unit – 6 **Business Regulatory Framework:**	6.1 Provisions of the Companies Act, 2013 relating to Formation of Company 6.2 Competition Act 2002 6.3 SEBI Act, 1992 – Functions of SEBI, Powers of SEBI in relation to securities markets, Guidelines for Security Issues	**08**
	TOTAL CLASSROOM CONTACT SESSIONS	**40**

Gulshan , S.S. and G.K. Kapoor, Corporate and Other Laws, New Age International (Paper) Ltd, New Delhi, 7th edition, 2000

1. **Ramaya, A., Guide To Company Law, Wadhwa, Nagpur, 2000.**
2. **Shah, S.M., Lectureson Company Law, N.M. Tripathi, Mumbai, 2000.**
3. **Puliani, Ravi and Mahesh Puliani, Corporate Laws, bharat Law House Private Ltd., New Delhi, Sept. 2000**

Text Reading: Latest Editions

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INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (E-Commerce) Batch 2019-21 **Semester IV**			
Subject Name	**Entrepreneurship**	**Subject Code**	**MS5F-610**
		Total Credits	**03**
Subject Nature: Core			

Course Objective:

To help the student acquire the theoretical and practical knowledge of entrepreneurial venture creation.

Learning Outcome:

Students will understand the theoretical and practical dimensions of entrepreneurship in the prespective of the current socio-economic scenario especially in India. Students will get in-depth knowledge of various requisites of a new venture and the support available from various agencies.

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		**Classroom Contact Sessions**
UNIT –I **Introduction**	1.1 Entrepreneur, entrepreneurship, types, roles, traits, myths of entrepreneurship 1.2 Importance of entrepreneurship in the current socio-economic scenario	**10**

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	1.4 Entrepreneurial environment: social, Cultural, Economic, Political, Technological, International 1.5 Women Entrepreneurship: social and psychological perspectives, government policy and support, challenges, strategies for empowerment	
Unit-2 **Theories of Entrepreneurship**	2.1 Economic theories 2.2 Psychological theories 2.3 Sociological theories 2.4 Models of entrepreneurship	**08**
Unit – 3 **The business plan**	3.1 Creativity and innovation 3.2 Scanning of business environment 3.3 Identifying an opportunity 3.4 Idea generation and incubation 3.5 Criteria for project selection 3.6 Steps in project formulation 3.7 Project feasibility study: market, technological, economic, socio-cultural and ecological analysis 3.8 Writing the business plan 3.9 Choice of organization: sole proprietorship, partnership, joint stock, cooperative, Hindu Undivided Family	**12**
Unit- 4 **Financial Support to Entrepreneurs**	4.1 Venture Capital: concept, aim and features 4.2 Steps of venture capital financing 4.3 Sources of venture capital 4.4 Criteria to provide venture capital finance 4.5 Commercial banks 4.6 Institutions: KVIC, IDBI, SIDBI, SIDO, IFCI, IRBI, ICICI, LIC UTI, EXIM Bank	**08**

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Unit -5 **Small and Medium Scale Enterprises**	5.1 5.2 5.3 5.4	Micro, small and medium scale enterprises Policy initiatives for SMEs Problems and prospects of SMEs Causes, symptoms and cure of industrial sickness in SMEs	**7**
	TOTAL CLASSROOM CONTACT SESSIONS		**45**

Text Reading:

Text Books:

1. P. Narayana Reddy, Entrepreneurship (Text and Cases), Cengage Learning

Reference Books:

1. P. Charantimath, Entrepreneurship Development Small Business Enterprises, Pearson Education.
2. S.K. Mohanty, Fundamentals of Entrepreneurship, PHI