

INSTITUTE OF MANAGEMENT STUDIES, Devi Ahilya University, INDORE**B.B.A. (e-Commerce)****Semester III****(Batch 2017-2020)**

Subject Name	SYSTEM ANALYSIS AND DESIGN	Subject Code	BEC-301
		Total Credits	03
Subject Nature: CORE			
Course Objective: <ul style="list-style-type: none">To help the students understand basics of System analysis and design.To make students aware about different modes, models and techniques required in system development for management functions of an organization.			
Learning Outcome: <p>At the end of the course students should be able to;</p> <ol style="list-style-type: none">Concept of system, its minimum requirements through different perspectives.Process of system deployment phases and procedure.System integration through systematic involvement of people process and procedure.			
Examination scheme: <p>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 consisting 7/8 questions with a note of attempt a ny five or more by mentioning marks of each question.</p>			
Course Contents			Class Room Contact Sessions
UNIT –1 Overview of System Analysis & Design	1. Business systems concepts, 2. System Development Life Cycle, 3. Project Selection, Feasibility Analysis. 4. Design. Implementation. 5. Testing and Evaluation.		09
Unit-2 Project Selection	1. Sources of project requests. 2. Managing project review and selection. 3. Preliminary investigation		06
Unit-3 Feasibility Study	1. Technical and Economical Feasibility, 2. Cost and Benefit analysis		07
Unit- 4 System requirement	1. System requirement specification and analysis: Fact finding techniques, 2. Data Flow Diagrams Data Dictionaries,		09

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specification and analysis	3. Process organization and interactions, 4. Decision analysis, Decision Trees and Tables	
Unit -5 Detailed design	1. Detailed design modularization, 2. Module specification, file design, 3. System development involving databases.	07
Unit-6 System Administration and Training	1. System Administration and Training 2. Conversion and operation plans.	07
	TOTAL CLASSROOM CONTACT SESSIONS	45
Learning Resources: Text readings : 1. Analysis & Design of Information Systems – James, A.S., McGraw Hill, 1986 2. Systems Analysis, Definition Process and Design – Semprive, P.C., 1982 3. Systems Analysis Design – Pearson Education 4. System Analysis and Design – Awad, E. Homewood, Awad Irwin Inc., 1979 5. Introducing Systems Analysis Design-2 Vols. Lee, B.S., Manchester United Kingdom, National Computer Centre, 1978. 6. Practical System Design – Daniels, Galgotia Publication Pvt. Ltd.,		

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Subject Name	INFORMATION TECHNOLOGY ENVIRONMENT	Subject Code	BEC-302
		Total Credits	3
Subject Nature: Core			
Course Objective: <ul style="list-style-type: none"> To teach the basics of Information Technology & its characteristics and applications. To teach the fundamental of communications & its techniques. To explore the function of Internet and its services, Multimedia, AI etc. 			
Learning Outcome: At the end of the course students should be able to; <ol style="list-style-type: none"> 1. Understanding of INFORMATION TECHNOLOGIES & its utilities. 2. Data Communication Technology & its type. 3. Utilities of Internet & its service, Multimedia & AI concepts. 			
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 consisting 7/8 questions with a note of attempt any five or more by mentioning marks of each question.			
Course Contents			Class Room Contact Sessions
Unit –1 Introduction of IT Environment	1. Information Technology Environment Concept, Definition, components, Characteristics and interpretation, Scope in Business Environment 2. Data its logical and physical concepts. 3. Technology and its relevance in information age. 4. Interpretation and elaboration of IT.		08
Unit-2 Transmission Technology	1. Fundamental of Communication Technology Media of Communication, Guided and Unguided media, 2. Data transmission rate, Channel capacity, Transmission impairments. Signal and Noise 3. Encoding / Decoding, Analog and digital signals. A to D A		15

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	<p>& D to A conversion.</p> <p>4. Modulation, Multiplexing FDM, TDM, Communication Techniques,</p> <p>5. Circuit Switching, Message switching, Packet switching, advantages & disadvantages.</p>	
Unit-3 Internet Technology	<p>1. Internet Basics, generations and versions, extended services, www, http, Web, Deep/Dark Web.</p> <p>2. Search engines, internet applications, types of internet connection, h/w & s/w requirements</p> <p>3. Social Media and its relevance, applications in Business</p>	07
Unit- 4 Multimedia	<p>1. Multimedia Introduction, Definition Concept,</p> <p>2. Tools, Graphics, Sound, Video & Animation,</p> <p>3. Multimedia Products and their Characteristics</p>	06
Unit -5 Artificial Intelligence	<p>1. Artificial Intelligence Basic Concept of Artificial intelligence</p> <p>2. Expert systems and Decision Making in Business</p> <p>3. Indian Business Systems and AI and Expert System</p>	04
Unit-6 Advanced and Future of Technology	<p>1. Exposure to application Exposure to application IT in various area of management function & corporate world</p> <p>2. Future of Technology, IoT, RFID, Business Intelligence</p>	05
	TOTAL CLASSROOM CONTACT SESSIONS	45

Learning Resources:

Text Books:

1. The Internet Complete – Pearson Education
2. The Internet Book – Douglas e-Commerce, PHI
3. Multimedia Making Work – Tayvauchan, Tata McGraw Hill.
4. Computer Today – Suresh Basandra, Galgotia Publication.
5. Computer Networks – Andrews Tanenbaum, PHI

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Subject Name	OBJECT ORIENTED PROGRAMMING THROUGH C ++	Subject Code	BEC-303
		Total Credits	03
Subject Nature: Core			
Course Objective:			
<ul style="list-style-type: none"> • The objective of this course is to provide students basics of Object Oriented Programming (OOP) using C++ • To introduce students with C++ language and it's various tools. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> 1. Define oops and it's various advantages , drawbacks , operators etc. 2. Define arrays and it's general form. 3. Explain the concept of inheritance. 			
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 consisting 7/8 questions with a note of attempt any five or more by mentioning marks of each question.			
Course Contents			Class Room Contact Sessions
UNIT –I Introduction	<ol style="list-style-type: none"> 1. Introduction to object Oriented Programming, Advantages of Object Oriented Programming, 2. Procedural versus Object Oriented Languages: Overview of Objects, Classes, 3. Encapsulation, Data Binding, Inheritance and Polymorphism. 		08
Unit-2 Classes , objects & operators	<ol style="list-style-type: none"> 1. General forms of a C++ program, I/O with cout and cin, different operators, Scope resolution operator 2. Data Types For, while do-while, if-else, 3. Switch and conditional statements 4. Classes and objects 		10
Unit-3 Structures , classes functions	<ol style="list-style-type: none"> 1. Structure and classes, classes, constructors and destructors, 2. Automatic, external and static data members and member function. 		10
Unit- 4 Arrays	<ol style="list-style-type: none"> 1. Arrays of objects, the this pointer 2. Function: General form prototypes, returning passing 		08

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	objects to functions, returning objects, friend function recursion, references.	
Unit -5 Inheritance	1. Multilevel and Multiple Inheritance, 2. Constructor, Destructor and Inheritance, 3. Private, Public and Protected access specifiers, function and operator overloading.	09
	TOTAL CLASSROOM CONTACT SESSIONS	45

Learning Resources:

Text readings :

1. Herbert Schildt, C++ The Complete reference, TATA McGraw Hill.
2. Grady Booch, Objective Oriented Analysis and Design. Addison Wesley
3. . Robert Lafore, Object Oriented Programming in Turbo C++, New Delhi Galgotia Pub Pvt. Ltd.

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B.B.A. (e-Commerce) Semester III (Batch 2017-2020)			
Subject Name	ENVIRONMENTAL SUSTAINABILITY AND CLIMATE CHANGE MITIGATION	Subject Code	BEC-304
		Total Credits	03
SUBJECT NATURE : Interdisciplinary			
OBJECTIVE :			
<ul style="list-style-type: none"> • To develop global perspective about the environmental management • To develop understanding of how environmental and ecosystem services are crucial elements to reduce disaster risk in Business. • To bring climate change mitigation and other options for sustainable development, carbon trading a new concept. 			
LEARNING OUTCOME:			
After completion of this course students will be capable to:			
<ol style="list-style-type: none"> 1. Understand how environment and ecosystem services are crucial elements to the society and business 2. Identify their roles and responsibility towards the environment at individual and group level. 3. Explore the way to keep sustainable environment for the present and next generations 			
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 consisting 7/8 questions with a note of attempt any five or more by mentioning marks of each question.			
CONTENT			Contact Hours
Unit I Introduction	<ol style="list-style-type: none"> 1. Basic concept of environment and ecosystem, 2. Global environmental issues, environmental sustainability, from unsustainable sustainable development. 3. Path to sustainability, Global environmental summits. 4. Objective and the components of environmental management. 	8	
Unit II Environmental Impact Assessment	<ol style="list-style-type: none"> 1. Management tools Environmental impact assessment 2. The millennium ecosystem assessment. 3. Brief introduction of HYOGO framework Biosafety categna protocol. 	10	
Unit III Risk and Challenges	<ol style="list-style-type: none"> 1. Environmental risk, global climate changes: causes, impact, 2. Ozone depletion and its consequences. 3. Kyoto protocol and Montreal protocol. 	11	

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Unit IV Climate Change Mitigation	1. Case studies of climate related disasters: Climate change mitigation CDM, 2. Carbon trading.	5
Unit V National and International Efforts	1. Role and efforts of International Agencies in Strengthening nations for sustainable development special Reference to UNEP, WRI, WORLD BANK 2. Indian Ecosystem and Role of Education in Disaster Management 3. Case Studies	11
	TOTAL CLASSROOM CONTACT SESSIONS	45
Text Books: (Latest Edition) 1. Environmental Management, N.K. Liberoi, Excell Books 2. Environmental Science, G. Tylor Miller, Jr. Cengage Learning		

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Subject Name	QUANTITATIVE TECHNIQUES	Subject Code	BEC-305
		Total Credits	03
Subject Nature: Interdisciplinary			
Course Objective:			
<ul style="list-style-type: none"> • To provide knowledge and applications of various quantitative techniques in business operations. • To develop decision making skills on quantitative data and information by interpreting and analyzing. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> 1. Apply and implement the concepts of linear programming, transportation and replacement in managerial decision making process. 2. Understand the need and significance of game theory and network analysis for efficient and effective resources utilization. 			
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 consisting 7/8 questions with a note of attempt any five or more by mentioning marks of each question.			
Course Contents			Class Room Contact Sessions
UNIT –I Introduction	1. Introduction to Operation Research, 2. Definition, Model, Phases, Characteristics, Advantages.		05
Unit-2 Linear Programming	1. Formulations, Solutions, 2. Graphical and Simplex		06
Unit-3 Assignment	1. Definition, Formulation & Solution of Assignment Problem. 2. Examples and Practical Assignments		05
Unit- 4 Transportation	1. Introduction, Formulation & Solution of Transportation problem. 2. Examples and Practical Assignments		04

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Unit -5 Replacement	1. Introduction, individual and group replacement, 2. Replacement of items which determinate with time 3. Examples and Practical Assignments	05
Unit -6 Game theory	1. Competitive games, Terminology, 2. Saddle Point, Dominance, 3. Mixed Strategies	06
Unit -7 Network Analysis & simulation	1. Introduction to CPM & PERT techniques, 2. Network diagrams, slack float, critical path. 3. Introduction, Advantages, Process of simulation, 4. Monte Carlo, Applications.	07
Unit-8 Waiting Line Models	1. M/M/1; 2. M/M/C 3. Practical Assignments	07
	TOTAL CLASSROOM CONTACT SESSIONS	45
Learning Resources: Text Books: <ol style="list-style-type: none">1. Operation Research – H. Taha, Pearson Education2. Quantitative Analysis for Managerial Application – N.D. Vohra, TataMG Hills.3. Operation Research – Hira & Gupta, S. Chand		

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Subject Name	COST AND MANAGEMENT ACCOUNTING	Subject Code	BEC-306
		Total Credits	03

SUBJECT NATURE : Interdisciplinary

Course Objective:

- To make the students to understand the Concept of Cost Accounting and Management Accounting.
- To make them understand importance of Cost & Management Accounting in managerial decision making

Learning Outcome:

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

1. Concepts of Cost accounting, its use and importance.
2. Learning the concept of Management accounting and its use.
3. Students will learn to use Costing and Management Accounting in decision making.

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 consisting 7/8 questions with a note of attempt any five or more by mentioning marks of each question.

CONTENT		Contact Hours
UNIT –I Introduction to Cost Accounting	1. Concepts of Cost, Nature, Role and scope 2. Classification of Cost 3. Total Costing, Cost Reduction and Control	06
Unit-2 Costing Methods	1. Unit Costing, 2. Job and Batch Costing 3. Contract and Process Costing 4. Operation Costing	14
Unit-3 Standard Costing & Variance Analysis	1. Introduction to Standard Costing 2. Setting and Revision in Standard Costing 3. Calculation of different type of Variance 4. Concepts of Variance Analysis	05
Unit- 4 Management Accounting	1. Introduction to Concept & Scope of Management Accounting 2. Functions and its limitation 3. Relationship with Cost and Financial Accounting 4. Decision Making role	02
Unit -5	1. Concept of Ratio Analysis,	

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Financial Statement Analysis-I&II	2. Various concepts of Liquidity and Solvency Ratios 3. Cash Flow & Fund Flow Statement	06
Unit -6 Cost-Volume Profit Ananalysis	1. Marginal Costing 2. Calculation of BEP and its interpretation in different situations 3. Cost and Volume Profit Analysis	03
Unit-7 Budgeting & Budgetary Control	1. Introduction to Budget and its types 2. Advantages and Limitation of budgetary controls	04
Unit-8 Decision Making	1. Concept of Decision Making 2. Numerical of decision making	05
	TOTAL CLASSROOM CONTACT SESSIONS	45
Text Reading: 1 Colin Drury; "Management & Cost Accounting" Thomson Learning. 2 Ravi M. Kishore; "Management Accounting & Financial Analysis" Taxman Publication. 3 Khan & Jain; "Management Accounting" Tata McGraw Hill. 4 D.K. Mittal; "Cost Accounting" Galgotia Publishing Company. 5 Ravi M. Kishore; "Management Accounting" Taxman Publication.		

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B.B.A. (e-Commerce) Semester III (Batch 2017-2020)			
Subject Name	BUSINESS COMMUNICATION	Subject Code	BEC-307
		Total Credits	3
Subject Nature: Interdisciplinary			
Course Objective: <ul style="list-style-type: none"> To help the student acquire the theoretical and practical knowledge of oral, written and interpersonal skills of communication in business To improve his managerial abilities. 			
Learning Outcome: At the end of the course students should be able to: <ol style="list-style-type: none"> 1. 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 2. Ability to deal in professional environment 3. Improved communication skill and enhanced personality 			
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 consisting 7/8 questions with a note of attempt any five or more by mentioning marks of each question.			
Course Contents			Class Room Contact Sessions
UNIT –I Nature of Business Communication	<ol style="list-style-type: none"> 1. Need, importance and purposes of communication in organizations 2. Elements and environment of communication 3. 1.3Models of communication 4. Forms and networks of organizational communication 5. Types of communication barriers and how to overcome them 6. Listening, types of listening and effective listening 7. Elements of effective communication 	10	
Unit-2 Non-verbal Communication	<ol style="list-style-type: none"> 1. Importance of appearance and how to use it as a tool in communication 2. Body language and oculesics 3. Paralanguage 4. Proxemics 5. Chronemics 	07	

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	<ol style="list-style-type: none"> 6. Haptics 7. Using non- verbal tools (oral and written) to communicate effectively 	
Unit-3 Presentations, Interviews, Group Discussions and Business Meetings	<ol style="list-style-type: none"> 1. Preparation of content for presentation 2. Understanding the audience 3. Importance of rehearsals, Using visual aids in presentations 4. Handling questions 5. Writing a resume 6. Types of interviews, preparation for an interview, do's and don'ts during an interview 7. Understanding the group in a group discussion 8. Do's and don'ts in a group discussion 9. Meetings in business and its types 10. Notice and agenda, Minutes of a meeting 11. Mannerisms, etiquettes and assertiveness in oral communication 	10
Unit- 4 Business Writing	<ol style="list-style-type: none"> 1. Types of business letters 2. Structure and format of letters 3. Memorandums and circulars 4. e-mails, Text messaging 5. Report writing 6. Importance of written communication 7. Appropriate tone in business writing 	08
Unit -5 Negotiation Skills	<ol style="list-style-type: none"> 1. Need for negotiation 2. Process of negotiation 3. Barriers to negotiation and how to overcome them 	04
Unit-6 Issues in Communication	<ol style="list-style-type: none"> 1. Handling diversity (gender, culture, ethnicity, etc.) 2. Tolerance and acceptance of diversity 3. Emotional intelligence and its impact on communication 4. Social intelligence and its impact on communication 5. Ethics in communication 	06
	TOTAL CLASSROOM CONTACT SESSIONS	45

Text Reading:

Latest Editions

1. M.Raman and P.Singh, **Business Communication**, latest edition, Oxford University Press, India.
2. William V. Ruch, **Business Communication**, Maxwell Macmillan, New York.
3. Lani Arredono, **The McGraw-Hill 36-Hour Course: Business Presentation**, McGraw-Hill, New York.
4. Bill Scott, **The Skills of Communication**, Jaico, Bombay.
5. Ronald E. Du lek and John S. Fielden, **Principles of Business Communication**, McMillan, New York.
6. Dalmer Fisher, **Communication in Organizations**, Jaico Publishing House, India.
7. M. E. Guffy, **Essentials of Business Communication**, Thomson Publication.
8. Shirley Taylor, **Communication for Business**, Pearson Education.