

DEVI AHILYA VISHWAVIDYALAYA INDORE							
SCHEME OF MARKING FOR M.B.A.(E-COMMERCE)(BBA/3YD/1/MBA 4-SEM.) (BATCH - 2016)							
SEM 4							
SUBJECT CODE AND DESCRIPTION	ABBR	T. MAX	INT. MAX	INTI. MAX	P. MAX	TOT. MAX	CREDITS
41	INTRODUCTION TO MARKETING	INT.MKT.	60	40	0	0	100
42	OPERATING SYSTEM	O.S.	60	40	0	0	100
43	DIGITAL INFORMATION SYSTEM	DI.IN.SY	60	40	0	0	100
44	OBJECT ORIENTED PRGS.	O.O.PR.	60	40	0	0	100
45	RELATIONAL DATABASE MGT. SYS.	R.D.M.S.	60	40	0	0	100
46	INDIVIDUAL & INTER-BEHAVIOUR	IN.IN.B.	60	40	0	0	100
47	RESEARCH METHODOLOGY	R.M.	60	40	0	0	100
48	COMPREHENSIVE VIVA VOCE		100	0	0	0	100
49	FUNDAMENTAL OF OPERATING SYS.	F.O.S.	60	40	0	0	100
50	OBJECT ORIENTED PROG.USING C++	O.O.P.	60	40	0	0	100
501	BASICS OF RESEARCH METHODOLOGY	B.R.M.	60	40	0	0	100

NOTE:- (1) The student will be promoted to the next semester if he/she secures at least 12 valid credits in a semester. In case the student secures less than 12 valid credits in any semester, then the student will be asked to repeat the entire semester and that semester will be treated as zero semester.  
(2) Absentism: I.M.H. Result with held. SGPA-Semester Grade Point Average, CGPA-Cumulative Grade Point Average, ABS-ABSENT.  
(3) In First Semester see SGPA and other Semester see CGPA  
(4) If a student remains absent in IN./PR./TH. Exam. will be treated ABSENT in Particular subject.

**INSTITUTE OF MANAGEMENT STUDIES**  
**Devi Ahilya University, Indore**  
**MBA(eC) 5Yr (Integrated)**  
**Semester IV**  
**Operating System**

**OBJECTIVE:** To help the students aware about the latest systems available and proper uses of system for their software development.

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

**COURSE CONTENTS:** Concept of time sharing, multiprogramming, Batch processing, real time operating system and distributed processing.

Processor Scheduling: Process, scheduling, various processor scheduling algorithms, measurements of performance of processor schedule algorithms.

Inter processor communication: Mutual exclusion & Synchronization, Concept of SEMAPHORS, Classical IPC problems.

Deadlocks: Deadlock Prevention, Detection, Recovery & Avoidance, Bankers' Algorithms.

Memory Management: Functions, Algorithms, Single user memory Management, Static & Dynamic Partition, Compaction & Relocation, Paging Virtual memory sequencing.

File Systems: File structure, Directory Structures, Disk block Allocation, Unix File System, File System consistency, Protection and sharing.

I/O Systems: Various I/O devices, Drivers. Structure of I/O software, Clock.

**TEXT READINGS:**

1. **Operating System Design & Implementation**, Andrew S. Tanenbaum, PHI, New Delhi.
2. **Advanced Concepts in Operating Systems**, Mukesh Singhal, Niranjana G. Shivaratri, Tata McGraw Hill.
3. **Operating systems**, D.M. Dhamdhare, Tata McGraw Hill.

4. **Operating Systems**, Milan Milenkovi'c Tata McGraw Hill.
5. **Distributed Operating Systems**, Andrew S.Tanenbaum, Pearson Education Asia.

**INSTITUTE OF MANAGEMENT STUDIES**  
**Devi Ahilya University, Indore**  
**MBA(eC) 5Yr (Integrated)**  
**Semester IV**  
**Relational Data Base Management Systems**

**OBJECTIVE:** The objective of the course is to provide students the basic knowledge of Database Management System, concept and application of DBMS in e-Commerce.

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

**COURSE CONTENTS:** Data Environments: Definition of data & Information. Database concepts, Database Management System, Need of database management, Areas of database management, Advantages of DBMS.

Logical Data Models: Types of DBMS – Hierarchical, Relational and Network Modes & Which one is popular, why.

Database Design : Preliminary design phase detailed design phase, Normalization Theory.

Entity Relationship Model (ER Model): Basic concepts, Design Issues, Mapping constraints, keys E-R Diagram, weak entity set extended E-R features, Design of and E-R database schema reduction of an E-R schema to Tables.

Introduction to FoxPro: Defining database structure in FoxPro, Appending, Editing, Deleting, Browsing, Sorting, Indexing commands, use of replace command, Opening multiple databases using FoxPro screen builder and report writer, simple menu creation and define menu.

**TEXT READING:**

1. **Fundamentals of Data Base Design** : R.E. Mani and S.C.Nevethe Benjamin/Cummings Publishing Co. Inc.
2. **Data Base System Concepts** : H.F. Korth and A.Silberchatz. Mc Graw Hill.
3. Ullman Jeffrey, **Principles of Data Base Systems**, New Delhi Galgotia, 2<sup>nd</sup> Ed. 1994.
4. Robert Kruse, **Data Structures and Program design in C.**, New Delhi:Prentice Hall, 1994
5. James, Martin, **Introduction to Data Base Systems.**

**INSTITUTE OF MANAGEMENT STUDIES**  
**Devi Ahilya University, Indore**  
**MBA(eC) 5Yr (Integrated)**  
**Semester IV**  
**Digital Information System**

**OBJECTIVE :** The objectives of the course is to develop fundamental understanding of management information system and apply it in decision making.

**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.

**CONTENT**

S.No.	Content of the Block	TOPICS TO BE COVERED	No. of Hours
1	Boolean Algebra:	Laws and theorems of Boolean algebra. De Morgan's theorem, XOR and XNOR gates, Half and Full Adder and Subtractor circuits. Fundamentals: Products, Sum of products and Product of sums, Form of Boolean expressions, Truth Tables and Karnaugh maps, pair reads octets and Karnaugh simplification. multiplexers BCD to Decimal to BCD decoders and, decoders' characteristics of digital integrated digitals.	
2	The DIS Modeling	Conceptual framework of DIS - System approach. Evolution of DIS. Design and development of DSS, ESS, OAS.	8
3	Information Systems and Business	Information Systems and Organisation- Data & Information, Management and Decision Making Information Systems and Society. MIS and its technical and behavioural aspects in business.	3
4	Management Decision Making	Information Management. Decision Making- What managers do, behavioural model. Classical description of management. Level of decision making, types of decisions, structured unstructured types of decisions systems stages of decision making, individual model of decision making.	6
6	e-HRM	Introduction, Goals, Types, Actors, Challenges	5
6	Integrated Information Systems	Integrated Information Systems: BIS, ERP Introductions MRP, MRP-II, Definition Implementation benefits & Precautions ERP software.	12

**TEXT READINGS:**

- Murdick. et. al. Information System for Modern Management- PHI.
- London & London – Management Information Systems – PHI
- Obrien – Management Information Syst

**INSTITUTE OF MANAGEMENT STUDIES**  
**Devi Ahilya University, Indore**  
**MBA(eC) 5Yr (Integrated) Semester IV**

**Research Methodology**

**Objective:** The Course is designed to equip the students with the concepts of research methodology applicable to business problem. The emphasis will be on the application of concepts and tools to various business situations.

**Examinations**

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks will have two sections A and B. Section A worth 40 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain , cases/practical problems.

**Course Contains :**

1. **Introduction to Research Methodology**
2. **Defining the Research Problem.**
3. **Research Design.**
4. **Sampling Design.**
5. **Measurement and Scaling techniques.**
6. **Methods of Data collection.**
7. **Processing & analysis of Data**
8. **Sampling Fundamentals.**
9. **Concepts of testing of Hypothesis.**
10. **Chi square test.**
11. **Analysis of Variance.**
12. **Interpretation and report writing.**
13. **Role of computers in research.**

**Text Readings :**

1. William G. Zikmund, **Business Research Methods, 7<sup>th</sup> edi.** Cengage Learning,
2. K.N. Krishnaswamy, Sivakumar, Mathirajan, **Management Research Methodology: Integration of Principles, Methods and Techniques**, Pearson Education 2008
3. J. K. Sachdeva, **Business Research Methodology**, 2008, Himalaya Pub. House
4. AB Rao **Research Methodology for Management and Social Sciences**, Excel Books  
Paul E. Green, Donald S. Tull, **Research for Marketing Decisions**, PHI. 5<sup>th</sup> edition  
2008

**INSTITUTE OF MANAGEMENT STUDIES**  
**Devi Ahilya University, Indore**  
**MBA(eC) 5Yr (Integrated)**  
**Semester IV**

**Introduction to Marketing**

OBJECTIVE : The objectives of the course is to provide the students exposure to modern marketing concepts, tools and techniques and help them develop abilities and skills required for the performance of marketing functions.

EXAMINATION: EXAMINATION: The semester examination is worth 60 marks and 40 marks for internal assessment. External paper will have two sections. A and B. Section A worth 36 marks with consist of 5 questions out of which students will be required to attempt 3 questions. Section B will comprise of case study(s) worth 24 marks.

**CONTENT**

1	Marketing Concepts	<b>Understanding Marketing in the 21<sup>st</sup> century:</b> Basic concepts customer value, satisfaction & Loyalty. Customers Delight conceptualizing Tasks and Philosophies of Marketing Management. Value chain, scanning the Marketing Environment,
2	Marketing Information System	Marketing Information System and Marketing Research Process. Consumer Behavior & Buyer Decision Process.
3		Targeting Positioning, Market segmentations, levels of market segmentations, patterns. Procedures, requirement for effective segmentation, evaluating the market segments, selecting the market segments, tools for competitive differentiation, developing a positioning strategy.
4	Product Decision	Objectives, Product classification, Product-Mix. Product life cycle, branding, Introduction, Introduction of labeling.
5	Pricing Decision	Factors affecting price, pricing methods and strategies.
6	Distribution Decisions	Importance and Functions of Distribution Channel.
7	Promotion Decisions	A View of Communication Process. Promotion-Mix elements. Role of Creativity in Promotion Elements.
8	Emerging Trends in Marketing	An introduction to Internet Marketing: Concept and Importance, Process of CRM, Use of Social Marketing Media

**TEXT READINGS:**

1. Principles of Marketing Management - Philip Kotler, Pearson Education 12<sup>th</sup> Ed.
2. Fundamentals of Marketing Management – William j. Stanton, Michael J. Etzel and Bruce J. Welker, New York McGraw Hill 10<sup>th</sup> Ed. 1995.
  
1. Marketing Concepts and Strategies – William L, Pride and O.C. Freeell, Boston Houghton Mifflin Co., 8<sup>th</sup> Ed. 1993.
2. Marketing Management –A South Asian Perspective 13<sup>th</sup> Edition. Philip Kotler, Kevin Keller, Abraham Koshy, New Delhi, Pearson Education .

**INSTITUTE OF MANAGEMENT STUDIES**

**Devi Ahilya University, Indore**

**MBA(eC) 5Yr (Integrated)**

**Semester IV**

**Object Oriented Programming**

**COURSE OBJECTIVE:** The objective of this course is to provide students basics of Object Oriented Programming (OOP) using C++ and its applications in business information processing.

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

**COURSE CONTENTS:** Introduction to object Oriented Programming, Advantages of Object Oriented Programming, Procedural versus Object Oriented Languages: Overview of Objects, Classes, Encapsulation, Data Binding, Inheritance and Polymorphism.

General forms of a C++ program, I/O with cout and cin, different operators, scope resolution operator, Data Types For, while do-while, if-else, switch and conditional statements, Classes and objects : Structure and classes, classes, constructors and destructors, Automatic, external and static data members and member function.

Arrays: Arrays of objects, the this pointer. Function : General form Prototypes, returning passing objects to functions, returning objects, friend function recursion, references.

Inheritance: Multilevel and Multiple Inheritance, Constructor, Destructor and Inheritance, Private, Public and Protected access specifiers, function and operator overloading.

**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.

**Institute of Management Studies,  
Devi Ahilya Vishwavidyalaya, Indore  
MBA (e-Commerce) 5 Yrs  
SEMESTER IV**

**INDIVIDUAL AND INTERPERSONAL BEHAVIOUR**

**OBJECTIVE :** The objectives of the course is to provide the students with the basic concepts of individual and interpersonal behaviour so as to enable them to MBA( e-Commerce) 5 Yrs better managers in the IT industry.

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

(It will have two sections. A and B. Section A worth 36 marks with consist of 5 questions out of which students will be required to attempt 3 questions. Section B will comprise of one or more cases problems worth 24 marks.)

**CONTENT**

WEEK	Content of the Block	TOPICS TO BE COVERED	No. of Hours
1	Foundations of Individual behaviour	Biographical characteristics, Learning and learning theories, Perception and its role in managerial decision making. Personality – Determinants and Attributes.	6
3	Motivation	Needs, contents and processes, Maslow’s Hierarchy of needs, Herzberg’s Two Factor theory, ERG theory.	9
6	Foundations of Group Behaviour	Defining and Classifying Groups, Group Structure and Processes, Process of Group formation. Group decision making, Groupv/steams, Teameffectiveness, Communication – Process, fundamentals and issues.	9
9	Leadership:	Trait theories, Behavioural theories – Ohio State Studies, Michigan Studies and Managerial Grid; Contingency theory Situational theory; Contemporary issues in Leadership.	9
12	Stress Management	Stress Management – Potential Sources, Consequences and Coping Strategies for stress.	9

**TEXT READINGS:**

1. Human Resource Management – Gary Dessler, Pearson Education
2. Managing Human Resources – Devid B. Balkin, Pearson Education
3. Organisational Behaviour by Stephen Robbins, PHI.
4. Organisation Behaviour by Fred Luthans, PHI.