

INSTITUTE OF MANAGEMENT STUDIES			
B.B.A. (e-Commerce)			
Batch 2017-2020			
Semester I			
Subject Name	FUNDAMENTALS OF e- COMMERCE and m-COMMERCE	Subject Code	BEC-101
		Total Credits	03
Subject Nature: CORE			
Course Objective:			
<ul style="list-style-type: none"> • To enforce the students with the strength of e-Commerce fundamentals and scope of mobile technology; • To provide the foundation for 360 degree dimensional platform of technology and business integration so that it would open vistas for profession, startup, entrepreneurship, business or career. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ul style="list-style-type: none"> • Create focused technical ability to exploit the computing and communication infrastructure in business processes. • Explore the applications and domain based utility of internet services and web platforms for e-Commerce and m-Commerce • Set the parametric usage towards the unexplored area of market to gain the base or potentials of customer and market. 			
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 Concept and Evolution of e- Commerce and m-Commerce	1.1 Overview of E-Commerce, Defining E-Commerce, History of the Internet and E-Commerce 1.2 Dispelling E-Commerce Myths, Why E-Commerce? 1.3 Concept of m-Commerce, Challenges and scope of m-Commerce, Technology and m-Commerce 1.4 Integration of e-Commerce, Internet and Mobile Platforms.		06
Unit-2 Technology Integration and Solutions	2.1e-Commerce and e-Business Integration 2.2 e-Business Framework and Infrastructure 2.3 Domains of e-Commerce and m-Commerce 2.4 e-Procurement and SCM.		09
Unit-3 Financial and Technical Planning	3.1 Cost Benefit Analysis of e-Commerce Platforms 3.2 Online transaction Processing 3.3 Security issues and risk management 3.4 Legal framework of e-Commerce Platform.		08

Unit- 4 Design, Development and Implementation	4.1 Organizational Planning and Development Phases of e-Commerce 4.2 System Design and Development Models, Implementation 4.3 Preparation and Estimation Post Implementation 4.4 Skill and Training Phase	08
Unit -5 Marketing, e-Commerce and m-Commerce	5.1 e-Commerce and m-Commerce Marketing Strategies 5.2 Marketing Communication and ICT 5.3 Classification Online Customers 5.4 Internet, online and mobile pricing	09
Unit-6 Technical Infrastructure and Cases	6.1 Hardware, Software and Network Infrastructure 6.2 Identification of Software solution providers 6.3 Identification of Hardware and Network solution providers 6.4 Case Studies	05
	TOTAL CLASSROOM CONTACT SESSIONS	45

Learning Resources:

Text Books:

1. Kenneth C. Laudon, Carol Guercio Travor, eCommerce: Business, Technology, Society, Pearson, 4th Edition.
2. Stevan Alter, Pearson, Information Systems, Foundation of E-Business, Fourth Edition

Reference Books:

1. Changing Senario of Business and E-Commerce, Dr. Dinesh Bhakkad, Prashant Publication, First Edition.
2. E-Commerce, Fundamentals And Applications, Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang, Wiley India, Reprint 2008.

INSTITUTE OF MANAGEMENT STUDIES			
B.B.A. (e-Commerce)			
Batch 2017-2020			
Semester I			
Subject Name	Fundamentals of Computers and Programming	Subject Code	BEC-102
		Total Credits	03
Subject Nature: CORE			

<p>Course Objective:</p> <ul style="list-style-type: none"> To explore internal and external computing technology and infrastructure. To familiarize programming concept and software designing in development of business application 		
<p>Learning Outcome:</p> <p>At the end of the course students should be able to;</p> <ul style="list-style-type: none"> Technical insights of Computer hardware and Software. Features, mechanism and applications of smart technologies Explore computer programming, and m-App applications in documentation, communication and business activities/processing. 		
<p>Examination scheme:</p> <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.</p>		
Course Contents		Class Room Contact Sessions
UNIT –I Introduction to Evolution of Computers	1.1 Historical perspective of computing and evolution of computer 1.2 History and generations of modern and digital computers 1.3 Hardware, software and language components of computers 1.4 Characteristics, features, advantages, disadvantages and limitations 1.5 Smart Technologies	09
Unit-2 Number System and Computers	2.1 Provision of number systems, features, applications and their conversions 2.2 Basic arithmetic operations using number system i.e. addition, subtraction, division, multiplication, etc.	09
Unit-3 Operating System	3.1 Definition, components, functions, types/classification, technologies, latest up gradations 3.2 DOS as Character User Interface operating system 3.3 Windows as Graphical User Interface operating system 3.4 Linux/Unix as Network operating system. 3.5 Introduction to Mobile operating system	05
Unit- 4 Basics of Computer Programming	4.1 Purpose of computer programming, level and types of programming 4.2 Programming development lifecycle including planning, analysis, design, development, and maintenance. 4.3 Analyze problems and design algorithms using pseudo-code, flowcharts, and structured charts 4.4 Minor Project	08
Unit -5 Structure of Computer Program	5.1 Programming language elements including syntax, data types, 5.2 conditional statements, Control structures, procedures, objects, classes, class relationships, and templates 5.3 Integrated Development Environment (IDE) for the editing, building, debugging, and testing of programs. 5.4 Minor Project	09

Unit-6 mApps and Documentation	6.1 Basics of mApps Design and Development 6.2 Documentation and Organization of source code 6.3 Introduction of Security tools and tips 6.4 Minor Project	05
	TOTAL CLASSROOM CONTACT SESSIONS	45
Learning Resources:		
Text Books:		
<ol style="list-style-type: none"> 3. Suresh K. Basandara. Computer Today, New Delhi, Cialgotra-1999. 4. Rom Mansfield. The concept guide to Microsoft office, New Delhi BPB 1994. 5. Suilz Learn Dos in a Day, New Delhi BPB. 6. P.K. Sinha Computer Fundamentals, New Delhi BPB 1992. 		
Reference Books:		
<ol style="list-style-type: none"> 1. Peter Van Roy, Seif Haridi, Concepts, Techniques, and Models of Computer Programming, The MIT Press Sebesta, Concepts of Programming Languages, Pearson Education India 2. Fundamentals of Computers, Rajaraman, V., Prentice Hall India Pvt., Limited, Edition: Fifth Edition 		

INSTITUTE OF MANAGEMENT STUDIES			
B.B.A. (e-Commerce) Batch 2017-2020 Semester II			
Subject Name	FUNDAMENTALS OF MANAGEMENT	Subject Code	BEC-103
		Total Credits	03
Subject Nature: Interdisciplinary			

Course Objective:		
<ul style="list-style-type: none"> 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:		
<ul style="list-style-type: none"> Define Management and explain how management differs according to level and whether a manager is a line manager or an enabling role. Briefly describe and contrast four models of management; rational, goal, scientific, human relations, open systems Describe 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 Contact Sessions
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)	07
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.	08
Unit-3 Strategies, Policies and Planning	3.1 Nature and process of planning 3.2 Strategies planning process 3.3 TOWS Matrix, Porter’s 3.4 Porter’s Generic Competency Model 3.5 Planning & Forecasting.	08
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.	09

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	08
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	05
	TOTAL CLASSROOM CONTACT SESSIONS	45

Learning Resources:

Text Books:

1. Horold Koontz, O'Donnell and Heinz Wehrich, "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 Wehrich, "Management: A Global Perspective" New Delhi Tata McGraw hill, Latest Edition.
2. Robert Krietner, "Management" Houghton Mifflin CO. Latest Edition.
3. Stephen Robbins "Management" 8th Ed. New Delhi Pearson Latest Edition.

INSTITUTE OF MANAGEMENT STUDIES			
B.B.A. (e-Commerce)			
Batch 2017-2020			
Semester I			
Subject Name	Office Automation	Subject Code	BEC-104
		Total Credits	03
Subject Nature: CORE			
Course Objective:			
<ul style="list-style-type: none"> • To explore the concept of office work, workflow and communication. • To develop and make skillful foundation in students to apply computing into office work. • To enhance ability by providing good command over the office packages. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ul style="list-style-type: none"> • Understand the need and available solution fit to an office problem. • Bridge the gap between conventional systems to modern system. • Futuristic vision towards the best and optimized utilization of office resources. 			

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 –1 Concept and need of Automation	1.1 Organizational transactions, operations and workflow 1.2 Concept of Automation and Computerization, benefits, limitations 1.3 Legal and Open Sources of Automation 1.4 Levels of activities, processes differentiating with work, task and job	07
Unit-2 Technical Solutions of Automation	2.1 Office Packages, features and tools 2.2 Basics of word processor, slide presentation and spreadsheet 2.3 Means of communications electronic and mobile 2.4 Smart Technologies and Social Media Applications in Offices 2.5 Minor Projects	08
Unit-3 Tools and features for Documentation	3.1 Page Layout, Page Setup, Background and themes 3.2 Macros and mail merge 3.3 Referencing, citation & bibliography, indexing 3.4 Proofing, tracking and comparing of documents. 3.5 Minor Project	08
Unit- 4 Tools and features for Presentation	4.1 Introduction of slide and master slide, background and office themes of slides 4.2 Objects and events on slides 4.3 Animation and slide show settings 4.4 Minor Project	05
Unit -5 Visualization and Calculation of Data	5.1 Basic features and tools of spreadsheet and workbook 5.2 Cell properties, cell styles and alignments, types of entries caption, value and formulae 5.3 Text, Numbers, Charts, Tables, links and Illustration 5.4 Calculation, formulae auditing function library, errors and debugging 5.5 Import and export data, data connections and tools 5.6 Minor Project	12
Unit-6 Mobile vs computing technology	6.1 Mobile, types, features and applications 6.2 Mobile operating system and mobile apps 6.3 Security tools and tips 6.4 Case Studies	05
TOTAL CLASSROOM CONTACT SESSIONS		45

Learning Resources:**Text Books:**

7. Vishal Verma, “Computer Fundamentals and Office Automation”, Vision Publication, India.
8. David Mann, “Workflow in the 2007 Microsoft Office System”, Apress, India. William R.
9. Cheswick, Steven M. Bellovin and Aviel D. Rubin, “Firewalls and Internet Security: Repelling the Wily Hacker (2nd Edition)”, Addison-Wisley Professional Computing

Series.

10. Aidan Finn, Darril Gibson, Kenneth van Surksun, "Mastering Windows-7 Deployment", Wiley/Sybex.

Reference Books:

1. Excel: The Complete Beginners Guide - Boost Your Productivity And Master Excel In Just 24 Hours! (Excel, Microsoft Office, MS Excel 2016) by Brandan Clark
2. Excel: Quick Start Guide from Beginner to Expert (Excel, Microsoft Office).
3. Microsoft Office 2016 Step By Step by Lambert Joan

INSTITUTE OF MANAGEMENT STUDIES			
B.B.A. (e-Commerce)			
Batch 2017-2020			
Semester I			
Subject Name	BUSINESS MATHEMATICS	Subject Code	BEC-105
		Total Credits	03
Subject Nature: Interdisciplinary			
Course Objective: <ul style="list-style-type: none">• To develop fundamental understanding of Business Mathematics• To provide mathematical training to the students for better analytical approach for problem solving.			
Learning Outcome: <p>At the end of the course students should be able to;</p> <ul style="list-style-type: none">• To use mathematical tools in Business.• After completion of this course students will be capable to understand mathematics tool and how to apply in business and other fields.			
Examination scheme: <p>The semester examination is worth 60marks and 40 marks for internal assessment. Students will have to answer five questions out of 7/8 questions. There will be viva voce of 20 marks.</p>			
Course Contents			Class Room Contact Sessions

UNIT –I Number system Progressions & series	1.1 Number System : Binary numbers system, octal no. system, hexadecimal no. systems, decimal no. system, real numbers , complex number 1.2 Progression & Series: A.P., G.P., 3 H.P.	12
Unit-2 Compounding Discounting & Annuity Set Theory	2.1 Compounding Discounting & Annuity 2.2 Set : Introduction, Types of sets, 2.3 Operations of sets	10
Unit-3 Vector Algebra	3.1 Representation of vectors Addition 3.2 Scalar multiplication vector product.	04
Unit- 4 Matrix & Determinant	4.1 Concept of matrix & determinant, 4.2 Algebra of matrices inverse of matrix	08
Unit -5 Differential Calculus and Integral Calculus	5.1 Differential Calculus : Variables, Constants, Fraction, Concept of limit and continuity, derivatives, algebra of derivatives. 5.2 Integral Calculus : Elementary integration, standard form, Integration by substitution, Integration by parts, Integration by partial fractions, 5.3 Concepts of differential integral.	10
	TOTAL CLASSROOM CONTACT SESSIONS	45

Learning Resources:

Text Book :

1. Mathematics for Management and Computer Applications – J.K. Sharma Galgotia Publication Pvt., Ltd., New Delhi.

REFERENCES:

1. Business Mathematics and Statistics – Ghosh and Haha, New Central Book Agency Pvt. Ltd., Calcutta.
2. Mathematics for Management and Introduction – M. Raghavchari Tata McGraw Hill Publishing Co. Ltd., Delhi.
3. Business Mathematics for CA (Foundation Courses) – D.C. Sancheti & V.R. Kapoor, Sultan Chand & Sons, New Delhi.

INSTITUTE OF MANAGEMENT STUDIES			
B.B.A. (e-Commerce)			
Batch 2017-2020			
Semester I			
Subject Name	Basics of Electronics	Subject Code	BEC-106
		Total Credits	03
Subject Nature: Interdisciplinary			
Course Objective:			
<ul style="list-style-type: none"> • To provide elementary knowledge about physics and electronics to understand the mechanics of computer hardware. • The Objective of the course is to provide knowledge about basic building blocks of Electronics circuits • To explore the inside technical electronic mechanism of computers and programming. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ul style="list-style-type: none"> • Understand the working of computer and its internal mechanism • Utilize knowledge in making decision related to technical specification • Resolve the issues related non-functioning and underperformance of computing. 			
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 Electrostatics	1.1 Coulomb’s Law, Electric field and potential due to point charge and dipole, 1.2 Dielectrics, energy stored in a dielectric medium. 1.3 Capacitance, Principle of capacitor,		09
Unit-2 Semiconductor Devices	2.1 Energy bands in solids, conductor, semiconductor and Insulator, 2.2 Chemical bands in germanium and silicon, Intrinsic and		09

	extrinsic 2.3 Semi conductor, conductivity Diodes, Transistors & their configuration,	
Unit-3 Number System	3.1 Representation of Information: Number systems conversion from one number to another, 3.2 Integer and floating point representation, character codes, (ASCII, EBCDIC)	09
Unit- 4 Logic Gates	4.1 Basic Logic Design: Logic gates, OR, AND, NOT, NAND, NOR, XOR, SNOR, 4.2 Implementation using NAND & NOR gates. 4.3 Boolean Algebra, Demorgan's principle Karnaugh K—Map.	09
Unit -5 Logic Circuit Designs	5.1 Logic Circuit Designs: Combinational logic circuit Half adder, full adder, 5.2 Multiplexer, demultiplexers decoder and encoder. 5.3 Sequential Logic Circuit : Flip-Flop, RS Flip-Flop, D Flip-Flop & JK Flip-Flop	09
	TOTAL CLASSROOM CONTACT SESSIONS	45
Reference Books:		
<ol style="list-style-type: none"> 1. Morris Mano Digital circuit design. 2. P.K. Sinha Computer Fundamentals, New Delhi BPB 1992. 3. Fundamentals of Computers, Rajaraman, V., Prentice Hall India Pvt., Limited, Edition: Fifth Edition Tannenbaum, A.S.: Structured Computer Organisation, Prentice – Hall of India. 4. Hayes: Computer Architecture and Organisation, Mc-Graw-Hill International Edition. 5. Sloan, M.E.: Computer Hardware and Organisation, IInd Ed., Galgotia Publ. Pvt. Ltd. 6. B. Ram: Computer Fundamental, Wiley Eastern (New Age Publ.) New Delhi. 7. Digital Circuits and Design, S Salvizhagan and S. Arivazhagan, Vikas Publication 8. Engineering Physics. 		

INSTITUTE OF MANAGEMENT STUDIES			
B.B.A. (e-Commerce)			
Batch 2017-2020			
Semester I			
Subject Name	Hindi	Subject Code	BEC-107
		Total Credits	03
Subject Nature: Generic			
Course Objective:			
<ul style="list-style-type: none"> To develop understanding and expression of views logically with proper fluency. To learn writing of proper official and formal language without any grammatical errors To explore proper pronunciation and punctuation of hindi words. To enhance the understanding of cultural importance of Hindi language 			
Learning Outcome:			
At the end of the course students should be able to:			
<ul style="list-style-type: none"> Develop the interest and confidence to speak, understand and write in hindi. Explain the importance of media and how the language influences it. 			
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 STANDARISED HINDI	1- ekud fgUnh dk Lo:i 2 ekud fgUnh ds izdkj 3 अशुद्धियाँ vkSj mudk la'kks/ku 4 अशुद्धियksa ds mnkgj.k		9
Unit-2 VOCABLURY	1. अशुद्धियksa ds izdkj ¼mPpkj.kxr] वर्तुZhxr] 'kCn vkSj vFkZxr] O;kdj.kxr½ 2. fgUnh dk 'kCn HkaaaMkj & 3. 'kCnks ds izdkj 4. 'kCnks dh jpuk		9
Unit-3 SENTENCE FORMATION AND TYPES	1- u;s iz;ksx 2. fgUnh dh okD; jpuk & 3. okD;ksa ds izdkj 4. okD; foU;kl		9
Unit- 4 ENHANCE	1. okD; xr lkekU; v'kfq};kW 2. fojke fpUg		6

COMMUNICATION SKILLS-I	3. i= ys[ku] lkj ys[ku] iYyou& 4. i=ksa ds mnkgj.k	
Unit- 5 ENHANCE COMMUNICATION SKILLS-II	1. i=ksa ds izdkj 2. i= ys[ku dh fo'ks"krkW, ¼ i= ys[ku] lacks/ku] var fnukad vkfn Mkyuk½ 3. lkj ys[ku 4. iYyou	7
Unit-6 DECISION MAKING	1. Hkkjrh; laLd`fr 2. Hkkjr ns'k vkSj ml ds fuoklh 3. Hkkjrh; lekt dh lajpuk 4. lkekftd xfr'khyrk & vni~ru 5. कार्य vkSj दर्शन	5
	TOTAL CLASSROOM CONTACT SESSIONS	45

Learning Resources:

Text Books:

1. Sampurna Vyakran aur Rachna, Dr. Arvind Kumar, Lucent Publication
2. Adhunik Hindi Vyakran, Prithvinath Pandey, Samyik Prakashan
3. Hindi ki Vartani tatha Shabd Vishleshan, Acharya Kishoridas Vajpayi, Vani Prakashan
4. Samanya Hindi Vyakran aur Rachna, Shri Krishna Pandey, Vani Prakashan

Reference Books:

1. Manak Hindi Vyakaran, Dr. Laxmikant Pandey, Vidya Prakashan.
2. Manak Hindi Sanrachna Swaroop evam Vishleshan, Dr. Suvarnlata, Vidya Prakashan