

**INSTITUTE OF MANAGEMENT STUDIES, Devi Ahilya University,
INDORE
B.B.A. (e-Commerce)
Semester III
(Batch 2021-2024)**

Code	Subject III semester	Nature	Credit
MS6A-201	System analysis and design	Compulsory	3
MS6A-203	Computer networking	Compulsory	3
MS6A-205	Data Structures using C++	Compulsory	3
MS6A-207	Marketing management	Compulsory	3
MS6A-209	Quantitative techniques	Compulsory	3
MS6A-211	International business	Elective(select any two)	3x2=6
MS6A-213	Business economics		
MS6A-215	Community service		
MS6A-217	Cost and management accounting		
MS6A-219	Business communication	Compulsory	3
	Comprehensive Viva-voce		

B.B.A. (e-Commerce) Semester III (Batch 2021-2024)			
Subject Name	SYSTEM ANALYSIS AND DESIGN	Subject Code	MS6A-201
		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:			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> 1. Concept of system, its minimum requirements through different perspectives. 2. Process of system deployment phases and procedure. 3. System integration through systematic involvement of people process and procedure. 			
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.			

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Course Contents	
UNIT –1 Overview of System Analysis & Design	<ol style="list-style-type: none"> 1. Business systems concepts, 2. System Development Life Cycle, 3. Project Selection, Feasibility Analysis. 4. Design. Implementation. 5. Testing and Evaluation.
Unit-2 Project Selection	<ol style="list-style-type: none"> 1. Sources of project requests. 2. Managing project review and selection. 3. Preliminary investigation
Unit-3 Feasibility Study	<ol style="list-style-type: none"> 1. Technical and Economical Feasibility, 2. Cost and Benefit analysis
Unit- 4 System requirement specification and analysis	<ol style="list-style-type: none"> 1. System requirement specification and analysis: Fact finding techniques, 2. Data Flow Diagrams Data Dictionaries, 3. Process organization and interactions, 4. Decision analysis, Decision Trees and Tables
Unit -5 Detailed design	<ol style="list-style-type: none"> 1. Detailed design modularization, 2. Module specification, file design, 3. System development involving databases.
Unit-6 System Administration and Training	<ol style="list-style-type: none"> 1. System Administration and Training 2. Conversion and operation plans.
<p>Learning Resources:</p> <p>Text readings :</p> <ol style="list-style-type: none"> 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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BBA (E- Commerce)			
Semester- III			
(Batch 2021-2024)			
Subject Name	COMPUTER NETWORKING	Subject Code	MS6A-203
		Credit	3
Subject Nature Core			
Course Objectives:			
<ul style="list-style-type: none"> • To create and develop awareness of networking concepts and its application in business. • To develop essential skill and knowledge of computer network 			
Learning Outcomes: At the end of the course students should be able:			
<ol style="list-style-type: none"> 1. To be familiar with network concepts and the mechanism of establishing the networks as per requirements 2. To understand the issues and their solutions in different integrated systems 			
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 having theoretical and practical questions and/or cases.			
Course Contents			
Unit	Content		
Unit-1 Networking Concepts and Services	Networking Concept Goal distributed systems Client /server Model Layer Structure Point to Point and Broad Cast transmission Technology Services Protocol & Connectivity Standard Problems		
Unit-2 Design Issues of layers OSI model	Open system Inter-Change Model Brief Discussion of TCP/IP SNA Novell Network		
Unit-3 Signals Encoding	Transmission Media Type and performance, Error detection techniques Telephone system FDM,TDM, WDM Circuit Switching, Packet Switching & Message Switching Addressing Physical and Logical		

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Unit-4 Introduction to LAN , MANM,WAN	LAN components, Hardware, software, media, topology, Access Technology(CSMA/CD, Token Ring)
Unit-5 Device	Switch, Bridges, Router, Gateway Subnet Internet Advanced Networking Concepts
Unit 6: Network Security Basics	4.1Network Security Basics and Needs 4.2Cryptography 4.3Encryption and Decryption 4.4Cipher Text 4.5Types of Cryptography: Symmetric and Asymmetric 4.6Digital Signature 4.7Organizational Security Issues and Firewall Architecture
Learning Resources: Text Books:	
<ol style="list-style-type: none"> 1. Computer Network , By Andrew S Tanebaum III Edition PHI 2. Data Communication and Networking by CSV , Murthy. 3. Computer Communication & Networking Tecnologies by Michale A Gallo and William M. Hancock Thomas 	

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Semester III			
Subject Name	Data Structures using C++	Subject Code	MS6A-205
		Total Credits	03
Subject Nature: CORE			
Course Objective:			
<ul style="list-style-type: none"> • To teach the basics of programming and structures of data with technical mechanism of defining and usage of variables and functions in developing the different software. • To bring familiarity about logic development and applications in business functions. • To explore the process of Computing and Programming together. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ul style="list-style-type: none"> • Understanding of logic and applications through programming. • Applications and computer language compatibility. • Choose the better software and hardware platforms in business automation. 			

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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

UNIT –I Introduction to Algorithms and Data Structures	1.1 Definition and Characteristics of Algorithms 1.2 Data Structure: Definition and Types, Relation between data structure and algorithm 1.3 Static variable, Dynamic variable, Representation and address calculation of single and multidimensional array in memory, Sparse Matrix 1.4 Time and space complexity of algorithm.
Unit-2 C Programming Concepts	2.1 General structure of C program, C character set, Data types, Operators, if, if-else, while, do-while, for, switch statements 2.2 Function: Declaration, definition and calling, call by value and reference 2.3 Introduction to pointers, Pointer notation 2.4 Structures: Need, Declaring Structure, Accessing structure elements
Unit-3 Stacks and Queues	3.1 Representation of stacks, Operations on stack 3.2 Representation of queues, Operations on queues 3.3 Multiple queues, Circular queues, De-queues, 3.4 Applications of stack and queues, Implementation through C++ program, Expression evaluation
Unit- 4 Linked Lists and Trees	4.1 Representation and Implementation of Linked Lists 4.2 Types of Linked Lists: Singly, Doubly, Circular. 4.3 Trees: Basic concept, definitions and types 4.4 Binary Tree: Traversal and Operations 4.5 Applications of trees
Unit -5 Searching and Sorting	5.1 Searching: Concept, Techniques and algorithms 5.2 Sorting: Concept, Types of sorting, Importance
Unit-6 Hash and Graphs	6.1 Hash table, Hash techniques 6.2 Graphs: definition, representation, traversal and applications.

Learning Resources:

Text Books:

1. Data structure using C and C ++ by Langsam, Augenstein, Tenenbaum PHI publishers
2. Algorithm + data structure = Program by Niklaus Wirth Prentice Hall Publishers.
3. Data structure using C Robert Kruse
4. Data structure with C++ by Drozdek
5. Data Structures - Lipschutz, Schaum's Outline Series

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Subject Name	MARKETING MANAGEMENT	Subject Code	MS6A-207
		Total Credits	3
Subject Nature: Core			
Course Objective:			
<ul style="list-style-type: none"> • Have an exposure to marketing concepts, tools & techniques and help them to develop abilities and skills required for the performance of marketing functions. • Understand of the theories and practical application of the marketing mix variables. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> 1. Understanding of marketing management & its utilities. 2. Understanding the aspects of marketing including strategic marketing planning, marketing research, product planning and development, promotion planning and pricing. 			
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			
Unit –1 Marketing Concepts	<ol style="list-style-type: none"> 1. Customer Value and Satisfaction, Customer Delight, 2. Orientation of Marketing Concepts: Production Concept, Product Concept, Selling Concept, Marketing Concept and Societal Marketing Concept 3. Value Chain 		
Unit-2 Understanding the marketing environment	<ol style="list-style-type: none"> 1. Scanning the Environment 2. Micro-Environment, MacroEnvironment. 		
Unit-3 Segmentation, targeting, positioning	<ol style="list-style-type: none"> 1. Market Segmentation, Bases of Market Segmentation 2. Requirements of Effective Segmentation, Evaluating the Market Segments 3. Targeting: Undifferentiated Marketing, Single Segment and Multi-Segment Structures 4. Concept of Positioning. 		
Unit- 4 Consumer	<ol style="list-style-type: none"> 1. Model of Consumer Behavior 		

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Behaviour	2. Factors Influencing Buyer Behavior, Decision Making Process in Buying
Unit -5 Elements of marketing mix	<ol style="list-style-type: none"> 1. Product Decision: Objectives, Core, Tangible and Augmented Products, Product Classification, Product Mix, Product Life Cycle and Strategies, New Product Development Process, Introduction and Factors Contributing to the Growth of Packaging, Introduction of Labeling. 2. Pricing Decisions: Factors affecting Price, Pricing Methods, Price adaptation Strategies. 3. Distribution Decisions: Importance and Functions of Distribution Channels, Considerations in Distribution Channel Decision, Distribution Channel Members, Intensity of Distribution, Channel Conflict and Channel Management. 4. Promotion Decisions: Promotion mix elements
Unit-6 Emerging Trends in marketing	<ol style="list-style-type: none"> 1. An introduction to Multilevel Marketing, CRM 2. Green Marketing, Social Media Marketing, Rural Marketing, and Event Marketing
<p>Learning Resources: Text Books:</p> <ol style="list-style-type: none"> 1. Philip Kotler, Principles of Marketing Management, New Delhi, Prentice Hall of India 2. Rajan Saxena “Marketing management” McGraw Hill. 	

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B.B.A. (e-Commerce) Semester III (Batch 2021-2024)			
Subject Name	QUANTITATIVE TECHNIQUES	Subject Code	MS6A-209
		Total Credits	03
Subject Nature: core			
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			
UNIT –I Introduction	<ol style="list-style-type: none"> 1. Introduction to Operation Research, 2. Definition, Model, Phases, Characteristics, Advantages. 		
Unit-2 Linear Programming	<ol style="list-style-type: none"> 1. Formulations, Solutions, 2. Graphical and Simplex 		
Unit-3 Assignment	<ol style="list-style-type: none"> 1. Definition, Formulation & Solution of Assignment Problem. 2. Examples and Practical Assignments 		
Unit- 4 Transportation	<ol style="list-style-type: none"> 1. Introduction, Formulation & Solution of Transportation problem. 2. Examples and Practical Assignments 		
Unit -5 Replacement	<ol style="list-style-type: none"> 1. Introduction, individual and group replacement, 2. Replacement of items which determinate with time 3. Examples and Practical Assignments 		
Unit -6 Game theory	<ol style="list-style-type: none"> 1. Competitive games, Terminology, 2. Saddle Point, Dominance, 3. Mixed Strategies 		

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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.
Unit-8 Waiting Line Models	1. M/M/1; 2. M/M/C 3. Practical Assignments
Learning Resources:	
Text Books:	
<ol style="list-style-type: none"> 1. Operation Research – H. Taha, Pearson Education 2. Quantitative Analysis for Managerial Application – N.D. Vohra, TataMG Hills. 3. Operation Research – Hira & Gupta, S. Chand 	

B.B.A. (e-Commerce) Semester III (Batch 2021-2024)			
Subject Name	International Business	Subject Code	MS6A-211
		Total Credits	03
Subject Nature: Elective			
Course Objective:			
<ul style="list-style-type: none"> • The purpose of this course is to enable the students learn nature, scope and structure of International Business • Understand the influence of various environmental factors on International Business operations 			
Learning Outcome:			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> 1. Student will be able to understand international business practices. 2. Understand the influence of various macro environmental factors on Business operations 			
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 7/8-2022; SYLLABUS note of attempt any five or more by mentioning marks of each question.			
Course Contents			

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UNIT –I Business Environment	<ol style="list-style-type: none"> 1. Introduction to Business Environment: Meaning, characteristics, scope and significance of business environment 2. Components of business Environment: Micro and macro environment; Analysis of business environment: SWOT analysis. Porters Model.
Unit-2 Entry and issues	<ol style="list-style-type: none"> 1. Introduction to International Business, modes of entry , Multinational corporations and their involvement in international business; 2. Issues in foreign investments, Technology transfer, Pricing and regulations;and strategic alliances.
Unit-3 International Business Environment	<ol style="list-style-type: none"> 1. International Business Environment: Economic, political, cultural, legal, technological and competitive environments in International Business; Framework for analyzing international business
Unit- 4 Business cycles	<ol style="list-style-type: none"> 1. Business cycles and Macroeconomic Environment: Business cycles and fundamentals of fluctuations; Income – Expenditure analysis; 3. Aggregate demand and inflation; Central Bank and interest rates.
Unit -5 Open economy	<ol style="list-style-type: none"> 1. Policy in Open Economy: Monetary and Fiscal policy in open economy; 2. Role of Macroeconomic policy.
<p>Learning Resources:</p> <p>Text readings :</p> <ol style="list-style-type: none"> 1. Daniels, J.D., Lee, H.R., Daniel, P. S. & Salwan, P. (2007). 2. International Business- Environment and operations. Pearson education. 3. Leslie, Hamilton & Philip, Webster (2015). The International Business Environment. Oxford pub 	

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Subject Name	BUSINESS ECONOMICS	Subject Code	MS6A-213
		Total Credits	
Subject Nature: Elective			
Course Objective:			
1. The objectives of the course is to acquaint the students with the basic knowledge and develop awareness about business Economics and Economic Environment			
Learning Outcome:			
At the end of the course students should be able to;			
1. Define Introduction to economics and macro economics and investment.			
2. Briefly describe the business cycle and monetary and fiscal policies.			
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.			
<h2>Course Contents</h2>			
UNIT –I ECONOMICS	Meaning, Type, Scope, Fundamental Concepts.		
UNIT-2 MACRO ECONOMICS	Theory of Income and Employment, Importance of Macro Economics, Utility and limitations of macro economics analysis		
UNIT-3 NATIONAL INCOME	National Income accounting, Method of computing national income problems in computing national income		
UNIT-4 THEORY OF EMPLOYMEN T	Classical theory of employment say's law, Keynesian theory of employment, determination of effective demand, aggregate supply and demand price, equilibrium level of consumptions, Keynes law of consumption post Keynesian's development		
UNIT-5 INVESTMENT BUSINESS CYCLE	Meaning, types factors affecting investment marginal efficiency of capital. Meaning, Characteristics of trade cycles, schrapters of Keynes theory.		

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UNIT-6 MONETARY AND FISCAL POLICIES	Monetary policy measures of money stock, monetary policy of money supply, instruments of monetary policy.
<p>Learning Resources: Text Book :- 1. Macro Economics: Theory & Applications – D.N. Dwivedi, Pearson Education 2. Micro Economics – H.Gravelle, R. Rees, Pearson Education 3. Principles of Economics – Karl E. Case, Ray C. Fair, Pearson Education 4. Indian Govt. and Politics – J.C. Jhory 5. Management Task Responsibilities – Peter Drucker Practices. 6. Govt. and Business – A Dasgupta and N.K. Sengupta</p>	

B.B.A. (e-Commerce) Semester III (Batch 2021-2024)			
Subject Name	COMMUNITY SERVICE	Subject Code	MS6A-215
		Total Credits	03
Subject Nature: Elective			
Course Objective: <ul style="list-style-type: none"> • The objective of this course is to provide students understanding of community • Recognize the socio-economic conditions of the urban poor and the importance of urbanization. 			
Learning Outcome: At the end of the course students should be able to; <ol style="list-style-type: none"> 1. Student will be able to Understand and resolve social issues prevalent in society. 2. Categorize social skills 3. Develop networking skills. (The action or process of interacting with others to exchange information and develop professional or social contacts.) 4. Define the role and function of the civil society organisations in addressing the welfare needs of the deprived and disadvantaged sections of the society 			
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			
UNIT –I Defining the Urban Poor	<ol style="list-style-type: none"> 1. Introduction to Service Learning (SL)-Concept- History & Dynamics of SL through Common, Classroom & Thematic Orientation. 2. Understanding the Urban Poor. Understanding the process of 		

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	<p>Urbanization-Urban Social</p> <p>3. Problems-Slums, Types of Slums- Urban Poor-Understanding Urban Power Structure and identifying the resources of the community (Community Mapping) and Modules for the community Service.</p>
Unit-2 Rapport and Networking	<p>1. Establishing Rapport with the community/stakeholders and partners in Development, Networking with NGOs-Civil Society Organizations-CBOs and Government Departments</p> <p>2. Slum Clearance Board-Corporation</p> <p>3. Social welfare board-Nationalized banks-Women Development Corporation & other departments.</p>
Unit-3 Program Planning and Implementation	<p>1. Community Program Planning: Orientation on community program – Event process (Identifying the issues, Need based analysis on specific issues, Invitation, Pamphlets, Inviting participants</p> <p>2. Content designing, identifying & Selection of tools, venue arrangements, tapping the resources and etc).</p> <p>3. Identifying the stakeholders (hospitals, Civil Society Organizations) – Budgeting Communication / liasoning (among learners, with community, support of experts / guests) and follow-ups - Implementation of the planned activity, reporting, reflection.</p> <p>4. Awareness / advocacy for an issue identified and build capacity to carry out that awareness and advocacy programme.</p>
Unit- 4 Community learning	<p>4. Basic English – Importance of Education – Child rights - – Special Coaching – Easy English to all – basic computer skill – Communication skill -Govt. Schemes – Alcoholism and substance addiction</p> <p>5. Pros and cons of Social Media - Understanding various schemes related to urban poor - Creating livelihood opportunities – Basic App (in mobile).</p> <p>6. Saving Schemes - Govt. Schemes (women belonged to marginalised) – Rights of Women, children and others – marketing - Entrepreneurial skills & Schemes - Creating livelihood opportunities – Access to digital money (ATM, E-corner etc.,)</p>
Unit -5 service learning activities	<p>3. Rights of Elders and Persons with disabilities – Understanding various schemes related to social security schemes. Self -Hygiene - Testing the purity of water - Safe drinking water -</p> <p>4. Environmental degradation - Communicable and non-communicable diseases - Alcoholism and substance abuse – Addiction – Healthy food habits – health fitness – Waste management.</p> <p>5. Documentary of social issues.</p>
<p>Learning Resources: Text readings : Introduction to Community development by Mahuta Menjor</p>	

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B.B.A. (e-Commerce) Semester III (Batch 2021-2024)			
Subject Name	COST AND MANAGEMENT ACCOUNTING	Subject Code	MS6A-217
		Total Credits	03
SUBJECT NATURE : Elective			
Course Objective:			
<ul style="list-style-type: none"> • 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:			
<ol style="list-style-type: none"> 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			
UNIT –I Introduction to Cost Accounting	<ol style="list-style-type: none"> 1. Concepts of Cost, Nature, Role and scope 2. Classification of Cost 3. Total Costing, Cost Reduction and Control 		
Unit-2 Costing Methods	<ol style="list-style-type: none"> 1. Unit Costing, 2. Job and Batch Costing 3. Contract and Process Costing 4. Operation Costing 		
Unit-3 Standard Costing & Variance Analysis	<ol style="list-style-type: none"> 1. Introduction to Standard Costing 2. Setting and Revision in Standard Costing 3. Calculation of different type of Variance 4. Concepts of Variance Analysis 		
Unit- 4 Management Accounting	<ol style="list-style-type: none"> 1. Introduction to Concept & Scope of Management Accounting 2. Functions and its limitation 3. Relationship with Cost and Financial Accounting 4. Decision Making role 		
Unit -5 Financial Statement Analysis-I&II	<ol style="list-style-type: none"> 1. Concept of Ratio Analysis, 2. Various concepts of Liquidity and Solvency Ratios 3. Cash Flow & Fund Flow Statement 		
Unit -6	<ol style="list-style-type: none"> 1. Marginal Costing 		

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Cost-Volume Profit Ananlysis	<ol style="list-style-type: none">2. Calculation of BEP and its interpretation in different situations3. Cost and Volume Profit Analysis
Unit-7 Budgeting & Budgetary Control	<ol style="list-style-type: none">1. Introduction to Budget and its types2. Advantages and Limitation of budgetary controls
Text Reading: <ol style="list-style-type: none">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 2021-2024)			
Subject Name	BUSINESS COMMUNICATION	Subject Code	MS6A-219
		Total Credits	3
Subject Nature: Core			
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			
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. 1.3 Models 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 		
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 6. Haptics 7. Using non-verbal tools (oral and written) to communicate effectively 		
Unit-3 Presentations, Interviews, Group Discussions and	<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 		

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Business Meetings	<ol style="list-style-type: none"> 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
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
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
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
<p>Text Reading:</p> <ol style="list-style-type: none"> 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. Dulek 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. 	