Institute of Management Studies,
Devi Ahilya Vishwavidyalaya, Indore

Programme Outline
M.B.A (E-COMMERCE) INTEGRATED 5 YEAR
PROGRAM CODE- MS6A
(Semester – I To X)
Batch (2023- 2028)

Address
Institute of Management Studies,
Devi Ahilya VishwavidyalayaIndore (MP) India 452001

INSTITUTE OF MANAGEMENT STUDIES,
PROGRAMME CODE: MS6A
MBA (E-COMMERCE) INTEGRATED 5 YEARS

S.No.	CODE	COURSE NAME	CREDITS
SEMESTER I			
1.	MS6A-101	Fundamentals of E-Commerce	3
2.	MS6A-103	Fundamentals of Computers and Programming	3
3.	MS6A-105	Office Automation	3
4.	MS6A-107	Fundamentals Of Management	3
5.	MS6A-109	Business Mathematics	3
6.	MS6A-111	Hindi	3
Electives: select any 2 out of 4			
7.	MS6A-113	**Personal and Professional Skills**	3
8.	MS6A-115	**Indian Culture and Heritage**	3
9.	MS6A-117	Understanding self - Indian Perspective	3
10.	MS6A-119	Basics of electronics	3
11.	MS6A-151	Comprehensive Viva Voce	3 Virtual Credit
TotalCredits: 24+3Virtual Credit			

INSTITUTE OF MANAGEMENT STUDIES

M.B.A. (e-Commerce)
Batch 2023-2028
Semester I

Subject Name	**Fundamentals of E-commerce**	**Subject Code**	**MS6A-101**
		Total Credits	**0 3**
Subject Nature: CORE			

Course Objective:

- To enforce the students with the strength of e-Commerce fundamentals and scope ofmobile 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;

- Create focused technical ability to exploit the computing and communicationinfrastructure in business processes.
- Explore the applications and domain based utility of internet services and web platformsfor e-Commerce and m-Commerce
- Set the parametric usage towards the unexplored area of market to gain the base orpotentials 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

UNIT –I Concept and Evolution of e-Commerce and m-Commerce	Overview of E-Commerce, Defining E-Commerce, History ofthe Internet and E-Commerce Dispelling E-Commerce Myths, Why E-Commerce? Concept of m-Commerce, Challenges and scope of m-Commerce, Technology and m-Commerce Integration of e-Commerce, Internet and Mobile Platforms.
Unit-2 Technology Integration and Solutions	e-Commerce and e-Business Integration e-Business Framework and Infrastructure Domains of e-Commerce and m-Commerce e-Procurement and SCM.

unit-3 Financial and Technical Planning	Cost Benefit Analysis of e-Commerce Platforms Online transaction Processing Security issues and risk management Legal framework of e-Commerce Platform.
Unit- 4 Design, Development and Implementation	Organizational Planning and Development Phases of e-Commerce System Design and Development Models, Implementation Preparation and Estimation Post Implementation Skill and Training Phase
Unit -5 Marketing, e-Commerce and m-Commerce	e-Commerce and m-Commerce Marketing Strategies Marketing Communication and ICT Classification Online Customers Internet, online and mobile pricing
Unit-6 Technical Infrastructure and Cases	Hardware, Software and Network Infrastructure Identification of Software solution providers Identification of Hardware and Network solution providers Case Studies

Learning Resources:

Text Books:

1. Kenneth C. Lauden, 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, PrashantPublication, First Edition.
2. E-Commerce, Fundamentals And Applications, Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang, Wiley India, Reprint 2008.

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (e-Commerce) **Batch 2023-2028** **Semester I**			
Subject Name	**Fundamentals of Computers and Programming**	**Subject Code**	**MS6A-103**
		Total Credits	**03**
Subject Nature: CORE			

Course Objective:

- To explore internal and external computing technology and infrastructure.
- To familiarize programming concept and software designing in development of businessapplication

Learning Outcome:

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

- Technical insights of Computer hardware and Software.
- Features, mechanism and applications of smart technologies
- Explore computer programming, and m-App applications in documentation, communication andbusiness activities/processing.

Examination scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each ofwhich 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 Evolution of Computers	Historical perspective of computing and evolution of computer History and generations of modern and digital computers Hardware, software and language components of computers Characteristics, features, advantages, disadvantages and limitations Smart Technologies
Unit-2 Number System and Computers	Provision of number systems, features, applications and their conversions Basic arithmetic operations using number system i.e. addition, subtraction, division, multiplication, etc.
Unit-3 Operating System	Definition, components, functions, types/classification, technologies, latest up gradations DOS as Character User Interface operating system Windows as Graphical User Interface operating system Linux/Unix as Network operating system. Introduction to Mobile operating system
Unit- 4 Basics of Computer	Purpose of computer programming, level and types of programming Programming development lifecycle including planning, analysis, design, development, and maintenance. Analyze problems and design

Programming	algorithms using pseudo-code,flowcharts, and structured charts Minor Project
Unit -5 Structure of Computer Program	Programming language elements including syntax, data types, conditional statements, Control structures, procedures, objects, classes, class relationships, and templates Integrated Development Environment (IDE) for the editing, building, debugging, and testing of programs. Minor Project
Unit-6 mApps and Documentation	Basics of mApps Design and Development Documentation and Organization of source code Introduction of Security tools and tips Minor Project

Learning Resources:

Text Books:

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.

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

MBA. (e-Commerce)
Batch 2023-2028
Semester I

Subject Name	**Office Automation**	**Subject Code**	**MS6A-105**
		Total Credits	**03**
Subject Nature: CORE			

Course Objective:

- 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.

- 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	
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
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
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
Unit- 4 Tools and features for Presentation	Introduction of slide and master slide, background and office themes of slides Objects and events on slides Animation and slide show settings Minor Project
Unit -5 Visualization and Calculation of Data	Basic features and tools of spreadsheet and workbook Cell properties, cell styles and alignments, types of entriescaption, value and formulae Text, Numbers, Charts, Tables, links and Illustration Calculation, formulae auditing function library, errors anddebugging Import and export data, data connections and tools Minor Project
Unit-6 Mobile vs computing technology	Mobile, types, features and applications Mobile operating system and mobile apps Security tools and tips Case Studies

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 Surksum, "Mastering Windows-7 Deployment", Wiley/Sybex.

1. Excel: The Complete Beginners Guide - Boost Your Poductivity 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 (DAVV) INDORE			
MBA (Ecommerce) 5 Year Semester- I			
Subject Name	**Fundamentals of Management**	**Subject Code**	MS6A-107
Subject Nature	Core	**Credits**	03

Course Objectives: 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.

Learning Outcomes: 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 on an enabling role.
2. Briefly describe and contrast four models of management; rational, goal, scientific, human relations, open systems and, describe and attain some elementary level of skills in the main management processes; planning, organizing, decision making and control.

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
1	**Management Concepts 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)
2	**Planning**
2.1	Nature and purpose of planning.
2.2	Types of Planning
2.3	Planning Process
2.4	Nature of Objectives, MBO; Process, benefits and limitations
3	**Strategies, Policies and Planning**
3.1	Nature and process of planning
3.2	Strategies planning process
3.3	TOWS Matrix
3.4	Porter's Generic Competency Model
3.5	Planning and Forecasting
4	**Organizing**
4.1	Nature and Purpose of Organizing
4.2	Organizational Design and Types
4.3	Organizational Structure; Departmentalization.
4.4	Line/Staff Authority and de-centralization, Delegation
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
6	**Decision Making**
6.1	Decision making
6.2	Nature, types and scope of managerial decision-making process
6.3	Models of decision making
6.4	Certainty in decision making

Learning Resources:

Text Books:

R.D. Agrawal, Organization and Management, Tata McGraw Hill.

Reference Books:

Harold Koontz, Heinz Weihrich, Management: A Global Perspective, Tata McGraw Hill.
Stephen P. Robbins, Management, Pearson Education.

INSTITUTE OF MANAGEMENT STUDIES			
MBA. (e-Commerce) **Batch 2023-2028** **Semester I**			
Subject Name	**BUSINESS MATHEMATICS**	**Subject Code**	**MS6A-109**
		Total Credits	**03**
Subject Nature: Interdisciplinary			

Course Objective:

- To develop fundamental understanding of Business Mathematics
- To provide mathematical training to the students for better analytical approach for problem solving.

Learning Outcome:

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

- To use mathematical tools in Business.
- After completion of this course students will be capable to understand mathematics tool and howto apply in business and other fields.

Examination scheme:

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.

Course Contents

UNIT –I Number system Progressions &series	**Number System :** Binary numbers system**,** octal no. system, hexadecimal no. systems, decimal no. system, real numbers , complexnumber **Progression & Series:** A.P., G.P., 3 H.P.

Unit-2 Compounding Discounting &Annuity Set Theory	**Compounding Discounting & Annuity** **Set :** Introduction, Types of sets, Operations of sets
Unit-3 Vector Algebra	Representation of vectors Addition Scalar multiplication vector product.
Unit- 4 Matrix & Determinant	Concept of matrix & determinant, Algebra of matrices inverse of matrix
Unit -5 Differential Calculus and Integral Calculus	**Differential Calculus :** Variables, Constants, Fraction, Concept oflimit and continuity, derivatives, algebra of derivatives. **Integral Calculus :** Elementary integration, standard form, Integration by substitution, Integration by parts, Integration bypartial fractions, Concepts of deferential integral.

Learning Resources:

Text Book :

1. Mathematics for Management and Computer Applications – J.K. Sharma GalgotiaPublication 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 McGrawHill 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 (DAVV) INDORE			
MBA (ecommerce) 5 Year Semester- I			
Subject Name	**HINDI**	**Subject Code**	MS6A-111
Subject Nature	Core	**Credits**	03

Course Objective:

The objective of this course is to enable students to develop an understanding of direct and indirect taxes and to enable them to calculate taxes.

Examination scheme:

- Internal -2 tests and one assignment/test of 20 marks each. Marks of best two i.e. 40 marks would be considered as per ordinance-31
- External – would be of 60 marks-shall have 07 questions, out of which students are supposed to attempt only 05 questions.

Course Contents	
Unit-1 SENTENCE FORMATION AND TYPES	1- u;s iz;ksx 2- fgUnh dh okD; jpuk & 3- okD;ksa ds izdkj 4- okD; foU;kl
Unit -2 ENHANCE COMMUNICATION SKILLS-I	1- okD; xr lkekU; v'kfq};kW 2- fojke fpUg 3- i= ys[ku] lkj ys[ku] iYyou& 4- i=ksa ds mnkgj.k
Unit -3 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
Unit -4 DECISION MAKING	1- Hkkjrh; laLd`fr 2- Hkkjr ns'k vkSj mlds fuoklh 3- Hkkjrh; lekt dh lajpuk 4- lkekftd xfr'khyrk & vn;~ru 5- dk;Z vkSj n'kZu

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, Achrya 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

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
MBA (ecommerce) 5 Year Semester- I			
Subject Name	**Personal and Professional**	**Subject Code**	MS6A-113
Subject Nature	Generic	**Credits**	3

Course Objective:. To develop inquiring and knowledgeable young people with intercultural understanding. Outcomes:

1. Students shall become proactive in creating a better working environment around them.
2. Responsible for own learning and development.
3. Active participation in their own intercultural learning.
4. Enhanced thinking abilities.

Learning Outcome:

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

- Students shall become proactive in creating a better working environment around them.
- Responsible for own learning and development.
- Active participation in their intercultural learning.
- Enhanced thinking abilities.

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.

Course Contents

Unit	Content
1	Unit 1. Self awareness: emotional intelligence, self appraisal and reflection, Johari window
2	Unit 2.Relationship management: conflict management strategies, Cross cultural leadership Collaborative strategies
3	Unit 3.Interpersonal skills: Social awareness, non -verbal clues, self expression Writing and presentation skills, transactional analysis.
4	Unit 4.Thinking process: Creative thinking, critical thinking and their applications, evaluation imagination and problem solving skills.
5	Unit 5.Intercultural understanding: cultural identity, diversity and intercultural engagement, perspectives, Commonalities and differences.

Learning Resources:

Text Books:

1. Personal Development Mastery 2 Books in 1: The Keys to being Brilliantly Confident and More Assertive +How to be Charismatic, Develop Confidence, and Exude Leadership- Richard Banks. 2. Personal Development Mastery 2 Books in 1: The Keys to being Brilliantly Confident andMore Assertive + How to be Charismatic, Develop Confidence and Exude Leadership.

Reference Books:

1. Personal & professional skills for the IB CP: Skills for Success -Paul Gallagher.
2. The Study Skills Handbook 5e By S. Cottrell.
3. **People Skills At Work By Evan / Dira Berman & Berman.**

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (e-Commerce) **Batch 2023-2028** **Semester I**			
Subject Name	**Indian Culture and Heritage**	**Subject Code**	**MS6A-115**
		Total Credits	**03**
Subject Nature: Elective			

Course Objective:

This course aims to explore the rich and diverse cultural heritage of India, encompassing its art, architecture, literature, philosophy, religion, traditions, and social practices.

Learning Outcome:

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

- Through a combination of lectures, discussions, readings, and projects, students will gain insights into the historical evolution and contemporary significance of Indian culture.

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 Indian Culture and Heritage	Concept & Meaning of Culture • Relationship between Culture & civilization • Salient features and uniqueness of Indian culture • Importance of Spirituality in Indian culture • Diversity in Indian Culture and underlying unity • UNESCO and it's role in preserving culture & heritage • World Heritage Sites in India

Unit-2 Vedic Period	A civilization defined by Education • Nuances of learning - Sutra style, oral tradition • Distilling worldly wisdom through fables and games • Manuscript wealth of India • Avadhankala - concentration, memory and creativity • Vaad -learning through dialogue and debates • Knowledge framework and classification • What can present day India learn from her ancient systems.
unit-3 Archaeological Astronomy and Art Heritage	Astronomy • Mathematical heritage • Metallurgy in ancient India • Medicine and Pharmacology • Architecture, civil engineering , fractal geometry in temple architecture • A glimpse of sophistication- Sindhu Saraswati civilization Rasa theory, importance of Rasa in Indian Art • Shastric framework for Indian dance, music, drama and painting • Two parallel streams of Art forms - Classical and Folk, difference in form, similarity in essence • Indian classical and folk dance forms • Indian classical and folk music • Indian Theatre, Natyashastra and Folk drama • Indian painting and sculpture, chitrasutra • Handicrafts of India
Unit- 4 Diversity and Philosophical Systems	• Classical and regional languages • The philosophy of Sanskrit Grammar • Chhanda-prosody and binary system • Important works in Indian languages, wonders in literature Importance of local fauna and flora, sacred status accorded to ecology • Sanctity of five elements, their utilization and management by the community • Sustainable lifestyle • Health and wellness of the sentient beings- Vriksha Ayurveda and Gaja Ayurveda
Unit -5 Textiles and Practices	History of Indian textiles • Perfumery in Ancient India • Indian culinary heritage • Spiritual and Ayurvedic perspective of food • Vajra Mushti • Gatka • Lathi • Musti yuddha • Thang-ta • Kalaripayat • Silambam • Malla-Yudha
Unit-6 Modern Indian Culture and Globalization	India's contribution in different fields of human activity • Maritime history of India • Spiritual import from India - Yoga, Ayurveda, human Consciousness

Recommended Readings:

"India: A History" by John Keay
"The Wonder That Was India" by A.L. Basham
"Indian Art and Culture" by Nitin Singhania

Selected readings from classical texts, modern literature, and scholarly articles

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (e-Commerce) **Batch 2023-2028** **Semester I**			
Subject Name	**Understanding Self:**	**Subject Code**	**MS6A-117**

	Indian Perspective	**Total Credits**	**03**
Subject Nature: Elective			

Course Objective:

This course aims to provide students with a comprehensive understanding of the self from an Indian perspective, drawing on philosophy, psychology, spirituality, and cultural contexts.

Learning Outcome:

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

- Demonstrate an understanding of the historical and cultural roots that shape the Indian perspective on the self.
- Analyze the key philosophical and spiritual concepts related to the self in Indian thought.
- Evaluate the interplay between individual self and societal roles within an Indian context.
- Reflect on personal identity and its relation to mental well-being from an Indian viewpoint.
- Apply the knowledge gained to enhance self-awareness and improve interpersonal dynamics.

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 Indian Perspectives on Self	• Understanding culture and its influence on self-perception • Comparison of individualistic and collectivist perspectives • The significance of spirituality in shaping the Indian concept of self
Unit-2 Psychological Dimensions	• Study of the Gunas (qualities) and their impact on personality (Sattva, Rajas, Tamas) • Introduction to the concept of Chitta (mind-stuff) and its role in self-awareness • Yoga and meditation as tools for understanding and transforming the self
unit-3 Self in Society	• Examination of the concept of Dharma (duty/righteousness) and its role in self-fulfillment • Interdependence between the individual self and the community • The changing dynamics of self-identity in modern Indian society

Unit- 4 Self and Well-being	• Ayurveda's perspective on maintaining physical and mental equilibrium • Mind-body connection: Exploring the role of Prana (life force) in self-care • Case studies: Traditional approaches to healing and self-restoration
Unit -5 Self-Realization and Personal Growth	• The Guru-disciple tradition and its relevance in contemporary times • Exploring different paths to self-realization: Bhakti, Jnana, Karma Yoga • Integrating Indian wisdom into modern personal development practices
Unit-6 Modern Challenges and Opportunities	• Adapting traditional concepts to the challenges of the modern world • Balancing global influences with cultural roots: Identity and self-perception • Ethical dilemmas in the age of technology and social media

Recommended Readings:

"India: A History" by John Keay
"The Wonder That Was India" by A.L. Basham
"Indian Art and Culture" by Nitin Singhania
Selected readings from classical texts, modern literature, and scholarly articles

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (e-Commerce) **Batch 2023-2028** **Semester I**			
Subject Name	**Basics of electronics**	**Subject Code**	**MS6A-119**
		Total Credits	**03**
Subject Nature: E l e c t i v e			

Course Objective:

This course introduces students to the fundamental concepts of electronics, providing a solid foundation for further studies in the field. Topics covered include basic electronic components, circuit analysis techniques, semiconductor physics, and an introduction to digital electronics.

Learning Outcome:

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

- Identify and explain the functions of basic electronic components.
- Analyze and design simple electronic circuits.
- Understand the principles of semiconductor physics.
- Differentiate between analog and digital signals.

- Comprehend the basics of digital logic and binary systems.

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 Electronics	• Definition and importance of electronics. • Overview of electronic systems and their applications. • Differentiating between analog and digital electronics.
Unit-2 Psychologica l Dimensions	• Resistors, capacitors, and inductors: properties and usage. • Diodes: types, characteristics, and applications. • Transistors: types, operation, and basic amplification.
unit-3 Electronic Systems in Business	• Role of electronics in supply chain management • RFID technology and inventory tracking • Point-of-sale (POS) systems and their components • Introduction to electronic payment systems
Unit- 4 Emerging Trends and Case Studies	• Internet of Things (IoT) and its impact on businesses • Wearable technology and its applications • Renewable energy technologies and their electronics • Case studies: Successful integration of electronics in business strategies
Unit -5 Ethical and Environmental Considerations	• E-waste management and responsible disposal • Data privacy and security in electronic systems • Ethical considerations in using electronic technology

Recommended Readings:

"Introduction to Electronics" by Earl D. Gates
"Digital Electronics: Principles, Devices and Applications" by Anil K. Maini
"Basic Electronics for Scientists and Engineers" by Dennis L. Eggleston
"Practical Electronics for Inventors" by Paul Scherz and Simon Monk