



**Institute of Management Studies,  
Devi Ahilya Vishwavidyalaya, Indore**



**Program Outline**  
**M.B.A E-COMMERCE 2YEAR**  
**PROGRAM CODE-MS5F**  
**(Semester–I to IV)**  
Batch(2023-2025)

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**Address**

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**Institute of Management Studies,  
Devi Ahilya Vishwavidyalaya Indore (MP)  
India 452001**

**INSTITUTE OF MANAGEMENT STUDIES,  
PROGRAMME CODE:MS5F  
MBA E-COMMERCE 2 YEAR  
PROGRAMME OBJECTIVES:**

<b>S.No.</b>	
1.	<b>To enable students to understand concepts, tools of e-commerce, allied technologies, to gain acumen, insight of various aspects of electronic commerce markets and their regulatory frameworks.</b>
2.	<b>To enable students to effectively communicate quantitative and qualitative business concepts in a clear and concise manner in written and oral formats.</b>
3.	<b>To Prepare students to synthesize, analyze, and integrate their knowledge of business disciplines to provide innovative and credible solutions to organizational problems and opportunities in the field of e-commerce.</b>
4.	<b>To prepare students to navigate organizational change by providing them with the knowledge and tools to facilitate change processes, manage resistance, and ensure successful change implementation of Digital tools and platforms</b>
5.	<b>To enable students to develop the ability to take rationale and informed decisions by taking into consideration different perspectives and their outcomes related to e-commerce.</b>

## PROGRAMME OUTCOME

### Programme Outcomes

<b>PO1</b>	<b>Students are expected to be empowered and encouraged postgraduates with requisite knowledge, skills, abilities and 360degree exposure of E-Commerce as unique yet integral functional area of business.</b>
<b>PO2</b>	<b>Moreover, they are expected to have in-depth knowledge of the varied functionalities of E-Commerce ensuring their own global employability as well as possess requisite knowledge, skills and abilities to start their own ventures.</b>
<b>PO3</b>	<b>Graduates will be proficient in using web analytics and technology to make data-driven decisions, enhance Organisational efficiency and effectiveness, and drive innovation in Group processes, contributing to continuous organizational improvement.</b>
<b>PO4</b>	<b>Graduates will demonstrate the ability to work in a global context, understanding and adapting E-Business strategies to diverse cultural and regulatory environment.</b>
<b>PO5</b>	<b>Graduates will possess strong communication and interpersonal skills, enabling them to collaborate effectively with cross-functional teams, resolve conflicts, and communicate Business policies and initiatives clearly to all levels of the organization.</b>

S. No.	CODE	COURSE NAME	CREDITS
<b>SEMESTER-I</b>			
1.	MSSF-701	Management Principles and Practices	3
2.	MSSF-703	Organizational Behavior	3
3.	MSSF-705	IT and e-Commerce Fundamentals	3
4.	MSSF-707	Quantitative Techniques	3
5.	MSSF-709	Marketing Management	3
6.	MSSF-711	Business Ethics & Management by Indian Values	3
7.	MSSF-713	Accounting for Managers	3
8.	MSSF-715	Managerial Communication	3
9.	MSSF-751	Comprehensive Viva-Voce	3 Virtual Credits
<b>Total Credits: 24+3Virtual Credit</b>			
<b>SEMESTER-II</b>			
10.	MSSF-702	Digital Marketing	3
11.	MSSF-704	OOPS Using C++	3
12.	MSSF-706	Computer Networks	3
13.	MSSF-708	RDBMS Using SQL	3
14.	MSSF-710	JAVA Programming	3
15.	MSSF-712	Research Methodology	3
16.	MSSF-714	SEO & SMO	3
17.	MSSF-716	Human Resource Management	3
18.	MSSF-752	Comprehensive Viva- Voce	3 Virtual Credits
<b>Total Credits: 24+3Virtual Credit</b>			

<b>SEMESTER-III</b>			
19	MSSF- 801	Logistics and SCM	3
20.	MSSF-803	E-Commerce Application Development using PHP	3
21.	MSSF-805	Data Warehousing and Mining	3
22.	MSSF-807	Software Engineering and Project Management	3
23.	MSSF-809	Data Analytics	3
24.	MSSF-811	Business Environment	3
<b>Electives: Select any 1 Group out of 2 Group</b>			
25.	MSSF-813	J2EE Programming (Group A)	3
26.	MSSF-815	Common Architecture in JAVA (Group A)	3
27.	MSSF-817	C-Sharp (Group B)	3
28.	MSSF-819	ASP.Net (Group B)	3
29	MSSF-851	Comprehensive Viva-Voce	3
<b>Total Credits: 24+3 Virtual Credit</b>			
<b>SEMESTER-IV</b>			
30.	MSSF-802	Strategic Management	3
31.	MSSF-804	Knowledge Management	3
32.	MSSF-806	Start Ups & New Venture Management	3
33.	MSSF-808	Cyber Law & Business Regulatory Framework	3
34.	MSSF-810	Business Intelligence	3
35.	MSSF-812	ITES Marketing	3
<b>Electives: Select any 1 Group out of 2 Group</b>			
36.	MSSF-814	Data Base Framework using Hibernate (Group A)	3
37.	MSSF-816	Model View Controller using Java (Group A)	3

38.	MS5F-818	ASP DOT NET using Model View Controller (Group B)	3
39.	MS5F-820	Advance.NET Programming (Group B)	3
40	MS5F-852	Comprehensive Viva-Voce	3 Virtual Credits
<b>Total Credits: 24+3Virtual Credit</b>			
<b>Total Programme Credits 96+12 Virtual Credits</b>			