



**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 Vishwavidyalaya Indore (MP) India 452001

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

OBJECTIVES:

1. To prepare the students in such a way so that they become capable and confident I.T. Services professionals at the end of the program.
2. To enable students understand concepts, tools and skills for I.T. analysis and its application in the efficient conduct of business.
3. To enable the students to gain acumen, insight and through knowledge relating to the various aspects of electronic commerce markets and their regulatory frameworks.
4. Offer a platform for developing critical thinking ability from the perspective of an e-commerce professional
5. To enable student develop the ability to take rationale and informed decisions by taking into consideration different perspectives and their outcomes related to e-commerce.

IMPORTANT POINTS TO BE NOTED BY STUDENTS

The programs at IMS are governed by “ORDINANCE NO. 14” of the university. The ordinance is available on the university website. The selected important points that MUST be noted by the students are as follows:-

8. Requirement of attendance will be as per University Ordinance governing the examinations or the guidelines of the statutory body. In general attendance of at least **seventy-five percent of lectures and practical separately** will be required in each course to sit in the semester end examination. For special reasons such as prolonged illness deficiency in percentage of attendance not exceeding fifteen percent of the total number of lectures delivered and practical/sessional held in each course may be condoned by the Vice Chancellor.

Each course will be assessed for **100 marks, out of which 60 marks will be for end semester examination and 40 marks will be for continuous evaluation.**

During the semester, a teacher offering the course will do the continuous evaluation of the student at three points of time by **conducting three tests of 20 marks each. Of these, two must be written tests and the third may be written test / Quiz / Seminar/ Assignment for theoretical courses. Marks obtained in two best tests out of three will be awarded to the student.** In each course, there shall be End Semester Exam. of 60 marks. Each student has to appear in at least two tests and End Semester Examination; otherwise, the student will be awarded Ab Grade in that course.

Total of marks obtained in end-semester examination and best two tests under continuous evaluation will decide the grade in the course.

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			
SEMESTER II			
1.	MS6A-102	RDBMS	3
2.	MS6A-104	Operating System	3
3	MS6A-106	Digital Information System	3
4	MS6A-108	Individual and Interpersonal Behavior	3
5	MS6A-110	Business Statistics	3
6	MS6A-112	English	3
Electives: select any 2 out of 4			
7	MS6A-114	Business Accounting	3
8	MS6A-116	Environmental Sustainability & Climate Change Mitigation	3
9	MS6A-118	Corporate English	3
10	MS6A-120	Data Structure using C	3
11.	MS6A-152	Comprehensive Viva Voce	3Virtual Credit
TotalCredits: 24+3Virtual Credit			

SEMESTER III			
1.	MS6A-201	System Analysis And Design	3
2.	MS6A-203	Computer Networking	3
3.	MS6A-205	Data Structures using C ++	3
4.	MS6A-207	Marketing Management	3
5.	MS6A-209	Quantitative Techniques	3
6.	MS6A-211	International Business	3
Electives: select any 2 out of 4			
7.	MS6A-213	Business Economics	3
8.	MS6A-215	Business Communication	3
9.	MS6A-217	IT Environment	3
10.	MS6A-219	Community Service	3
11.	MS6A-251	Comprehensive Viva Voce	3
Total Credits: 24+3 Virtual Credit			
SEMESTER IV			
1.	MS6A-202	Digital Marketing and Design thinking	3
2.	MS6A-204	Computer Graphics & Animation	3
3.	MS6A-206	Software Engineering	3
4.	MS6A-208	Human Resource Management	3
5.	MS6A-210	Business Research Methodology	3
6.	MS6A-212	Legal Environment/ Legal aspects of business	3
Electives: select any 2 out of 4			
7.	MS6A-214	Financial Management	3
8.	MS6A-216	Introduction to Psychology	3
9.	MS6A-218	Retail management	3
10.	MS6A-220	Creativity and innovation	3
11.	MS6A-252	Comprehensive Viva Voce	3
			Virtual Credit
Total Credits: 24+3 Virtual Credit			

S.No.	CODE	COURSE NAME	CREDITS
SEMESTER V			
1.	MS6A-301	Management Information System	3
2.	MS6A-303	Logistics & Supply Chain Management	3
3.	MS6A-305	Numerical Methods	3
4.	MS6A-307	Web Designing and Animation	3
5.	MS6A-309	Data Mining and Data Warehousing	3
6.	MS6A-311	Java Programming	3
Electives: select any 2 out of 4			
7.	MS6A-313	Business Environment	3
8.	MS6A-315	Emotional and Social Intelligence	3
9.	MS6A-317	Risk management in e-commerce	3
10.	MS6A-319	Content marketing	3
11.	MS6A-351	Comprehensive Viva Voce	3 Virtual Credit
TotalCredits: 24+3Virtual Credit			
SEMESTER VI			
1.	MS6A-302	Network and System Security	3
2.	MS6A-304	Business Ethics and Corporate Governance	3
3.	MS6A-306	AI tools in e-commerce	3
4.	MS6A-308	Digital advertising and web analytics	3
5.	MS6A-310	Knowledge Management/ Data Analytics	3
6.	MS6A-312	Integrated Marketing Communication	3
Electives: select any 2 out of 4			
7.	MS6A-314	Startups and new venture development	3
8.	MS6A-316	Digital media laws	3
9.	MS6A-318	Contemporary e-business Practices	3
10.	MS6A-320	Decision making Skills	3
66.	MS6A-352	Comprehensive Viva Voce	3 Virtual Credit
TotalCredits: 24+3Virtual Credit			
UG componet =Total course credit= 144 + 18 virtual credits			

Semester - VII

S. No.	Subject Code	Subject	Credit
1	MS6A-501	Web Publishing and Hosting	3
2	MS6A-503	Internet and Scripting Languages	3
3	MS6A-505	Mobile Computing and Wireless Technologies	3
4	MS6A-507	Mobile Application Development	3
5	MS6A-509	Financial Products and Services	3
6	MS6A-511	Human Resource Development	3
7	MS6A-513	Consumer Behaviour	3
8	MS6A-515	Professional Communication and Negotiation Skills	3
9	MS6A-551	Comprehensive Viva-Voce	3
TotalCredits: 24+3Virtual Credit			

Semester - VIII

S. No.	Subject Code	Subject	Credit
1	MS6A-502	Business Analytics	3
2	MS6A-504	Search Engine Optimization and Social Media Optimization	3
3	MS6A-506	Cyber Laws & Business Regulatory Framework	3
4	MS6A-508	Risk and Insurance Management	3
5	MS6A-510	Organizational Development	3
6	MS6A-512	Products and Brand Management	3
7	MS6A-552	Comprehensive Viva-Voce	3
Elective (Any Two)			
8	MS6A-522	J2EE Programming	3
9	MS6A-524	Common Architecture in JAVA	3
10	MS6A-526	.Net Programming	3
11	MS6A-528	SQL Server	3
TotalCredits: 24+3Virtual Credit			

Semester - IX

S. No.	Subject Code	Subject	Credit
1	MS6A-601	Smart Infrastructure & IOT	3
2	MS6A-603	Software Quality Assurance	3
3	MS6A-605	e-Commerce Applications using PhP	3
4	MS6A-607	Financial Institutions and Market Regulations	3
5	MS6A-609	International HRM	3
6	MS6A-611	Customer Relationship Management	3
7	MS6A-651	Comprehensive Viva-Voce	3
Elective (Any Two)			
8	MS6A-621	Data Framework Using Hibernate	3
9	MS6A-623	Python for Business Applications	3
10	MS6A-625	JSP/ASP.Net Programming	3
11	MS6A-627	Advance.NetProgramming	3
TotalCredits: 24+3Virtual Credit			

Semester - X

MAJOR RESEARCH PROJECT

(Students should choose a subject/department of their interest to make this project, their 'Specialty Research')

Project Phases	Distribution of marks out of 800			Credits
	Internal	External	Total Marks	
Synopsis Submission	100		100	4
Dissertation	150	150	300	16
Project Viva voce	100	100	200	4
Project presentation	50	50	100	8
Comprehensive Viva voce	50	50	100	
Total Marks			800	32
Total credit=32				
Total programme credit(PG) component= 104+12 virtual credit Cumulative credit (UG+ PG)=(144+18)+(104+12) = 248+30 Virtual credit				

