

## COURSE STRUCTURE

### MBA (E-Commerce) Semester – I

Subject/ Course Code	Title of the Course(s)	External Marks	Internal/ Sessional Marks	Practical Marks	Total Marks	Credits
Course/Paper 1 F070101T	Management Theory and Practices	75	25		100	4
Course/Paper 2 F070102T	Business Environment and Indian Ethos	75	25		100	4
Course/Paper 3 F070103T	Managerial Economics	75	25		100	4
Course/Paper 4 F070104T	Management Accounting	75	25		100	4
Course/Paper 5 F070105T	Research Methodology & Statistics	75	25		100	4
	Generic/Elective	75	25		100	4
Course/Paper 6 F070106R	Field Survey & Presentation		50	50	100	4
<b>Total Credits</b>						<b>28</b>

### MBA (E-Commerce) Semester – II

Subject/ Course Code	Title of the Course(s)	External Marks	Internal/ Sessional Marks	Practical Marks	Total Marks	Credits
Course/Paper 1 F070201T	Organizational Behaviour and Change	75	25		100	4
Course/Paper 2 F070202T	Business Legislation	75	25		100	4
Course/Paper 3 F070203T	Marketing Management	75	25		100	4
Course/Paper 4 F070204T	Human Resource Management	75	25		100	4
Course/Paper 5 F070205T	Production and Operations Management	75	25		100	4
Course/Paper 6 F070206R	Research Project & Presentation		50	50	100	4
<b>Total Credits</b>						<b>24</b>

## COURSE STRUCTURE

### MBA (E-Commerce) Semester – III

Subject/ Course Code	Title of the Course(s)	External Marks	Internal/ Sessional Marks	Practical Marks	Total Marks	Credits
Course/Paper 1 F070301T	Strategic Management	75	25		100	4
Course/Paper 2 F070302T	Entrepreneurial Development and Small Business Management	75	25		100	4
Course/Paper 3 F070303T	JAVA Language and HTML	75	25		100	4
Course/Paper 4 F070304T	Web Publishing and Hosting	75	25		100	4
Course/Paper 5 F070305T	Object Oriented Programming	75	25		100	4
Course/Paper 6 F070306R	Summer Training Report/Presentation		50	50	100	4
<b>Total Credits</b>						<b>24</b>

### MBA (E-Commerce) Semester – IV

Subject/ Course Code	Title of the Course(s)	External Marks	Internal/ Sessional Marks	Practical Marks	Total Marks	Credits
Course/Paper 1 F070401T	Project Management	75	25		100	4
Course/Paper 2 F070402T	Server Administration and Securities	75	25		100	4
Course/Paper 3 F070403T	E-Marketing	75	25		100	4
Course/Paper 4 F070404T	Data Mining and Data Warehousing Technologies	75	25		100	4
Course/Paper 5 F070405T	E-Commerce Strategies and Models	75	25		100	4
Course/Paper 6 F070406R	Project Report & Viva		50	50	100	4
<b>Total Credits</b>						<b>24</b>

## **M.B.A. (E-Commerce) Programme Objectives**

The Master of Business Administration (E-Commerce) is a two-year full time Regular Master's degree programme which grooms students into professional managers for core areas of E-Commerce and allied sectors. The programme aims at providing a comprehensive coverage incorporating the foundation, functional and elective courses relevant to management discipline, in general, and E-Commerce, in particular.

The objective of the Post-graduate Programme in E-Commerce Management is to transform young men and women into competent professional managers for the E-Commerce, IT, Digital Economy and allied sectors. The programme caters to the needs of enterprises serving these sectors, both domestic and international. The programme will build sensitivity to domestic and international market needs and span the E-Commerce industry. The programme specifically attempts to:

- A.** Equip the participants with the requisite knowledge, skills and attitudes for managerial decision making and implementation in the unique context of E-Commerce.
- B.** Encourage entrepreneurial capabilities in participants to make them effective change agents in E-Commerce.
- C.** Develop participants' capabilities to become leaders and nurture in them a commitment for integrity, ethics and social purpose.

### **Programme Outcomes**

1. To develop required expertise, skills, and mindset for successful leadership among students.
2. To cultivate knowledgeable E-Commerce practitioners with good ethical principles who are capable of playing a pivotal role in different sectors of the E-Commerce and digital society while remaining focused on digital economy.
3. To understand effective written and oral business communication techniques to deal effectively with various stakeholders.
4. To function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
5. To make students ready for contribution of their services in different E-Commerce industries.
6. To inculcate desire for independent and life-long learning.



Programme/Class: Degree MBA( E-Commerce)	Year: First	Semester: First
Course/ Paper 1		
Course Code: F070101T	Course Title: <b>Management Theory And Practices</b>	
<p><b>Course Outcome:</b> The course seeks to expose students to various management concepts, theories and functions. It aims at the following outcomes:</p> <ul style="list-style-type: none"> <li>• To develop understanding about the various management concepts and principles.</li> <li>• To competencies to apply managerial skills in the real business world.</li> <li>• To understand and develop the skills required in a manager.</li> </ul>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures 40</b>
<b>I</b>	Introduction to Management, Definition, process and nature, Indian Business Environment and its impact on managers job, different approaches to management analysis, managerial functions and roles, evolution of management thoughts, Contributions of FW Taylor, Henry Fayol, Elton Mayo and other management thinkers.	<b>10</b>
<b>II</b>	Introduction to decision making; definition nature and process, types of decisions, decision making under uncertainty, Planning; definition nature and process, types of plans and planning process, Objectives; Types and processes of objective setting, Management by Objectives (MBO).	<b>10</b>

<b>III</b>	Nature and process of organizing, Types of organizational level and span of management, structure and process of organizing, different methods of departmentation, line/staff, an introduction to staffing.	<b>10</b>
<b>IV</b>	Human factors in managing; behavioral models, motivation, concept, theories and approaches, approaches and theories for leadership analysis. The basis control process, feedback and feed forward control, requirements for effective control, Budget and non-budgetary control techniques, emerging issues in management.	<b>10</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Harold Koontz and Heinz Weiriele, 'Essentials of Management', TMH 1990</li> <li>2. Stoner Jones AF, Freeman R Edward and Gilbest Jr David R, 'Management', PHI 1996</li> <li>3. Kreitner Robert, 'Management', AITBS, New Delhi 1990</li> <li>4. Criffin Rickey, 'Management', AITBS, New Delhi 1990</li> <li>5. Ivancevich John M, Develly Jr. James H. and Gibson James, 'Management Principles and Functions', Richard Irwin Inc and AITBS, 1998</li> <li>7. L.M. Prasad, 'Principles and Practices of Management', 2000.</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b></p> <p>In addition to the theoretical inputs the course will make use of role playing, group discussion, classroom presentations, assignments and case study pedagogy for delivery. Video speeches of prominent management thinkers may be shown for discussion and to drive home some points. This will facilitate practical learning.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		

Programme/Class: Degree MBA(E-Commerce)	Year: First	Semester: First
Course/ Paper 2		
Course Code: F070102T	Course Title: <b>Business Environment And Indian Ethos</b>	
<p><b>Course Outcome:</b> The students will be able to demonstrate and develop conceptual framework of business environment and generate interest in international business. Understand the definition of ethics and the importance and role of ethical behavior in the business world today.</p>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Unit	Topics	No. of Lectures <b>40</b>
<b>I</b>	Introduction to Business Environment; Nature, Elements, scope and importance, Various classification of Business environment analysis; Micro and Macro, General specific environment, Environment scanning and diagnosing, Technique of environmental analysis, Steps in environmental analysis process	10
<b>II</b>	Government an exploring business, Constitutional provisions relating to trade and industry, EXIM policy, FEMA, Environment Protection Act, and Consumer Protection Act, Industrial policy reforms in India; Five years plan and Planning Commission.	10

<p style="text-align: center;"><b>III</b></p>	<p>Economic environment: Concept, Nature and Components, Monetary and fiscal policy, Salient feature of new industry policy, public sector undertaking and privatization, Liberalization and India, WTO/ GATT and its impact on Indian Business.</p>	<p style="text-align: center;">10</p>
<p style="text-align: center;"><b>IV</b></p>	<p>Technology-Society interface, Socio cultural environment and its impact on business, social responsibility of business, emerging trends towards corporate accountability to social development, Introduction to Environment Management and ISO 14000. Human values and Management, Indian insights, need for values in global change, Indian perspective, Holistic approach for managers in decision-making, spiritual values in management.</p>	<p style="text-align: center;">10</p>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Francis Cherunilam, Business Environment, Himalaya Book, New Delhi,</li> <li>2. RudraDutt&amp;Sunderam, Indian Economy, S. Chand &amp; company, New Delhi.</li> <li>3.Chakraborty, S.K.: Foundations work – contributions from thought, Himalaya Publishing House Delhi.</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b></p> <p>In addition to the theoretical inputs the course will make use of role playing, group discussion, classroom presentations, assignments and case study pedagogy for delivery. This will facilitate practical learning.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		



Programme/Class: Degree MBA(E-Commerce)	Year: First	Semester: First
Course/ Paper 3		
Course Code: F070103T	Course Title: <b>Managerial Economics</b>	
<p><b>Course Outcome:</b> To integrate the basic concepts of economics with the tools of mathematics and statistics in order to analyze and make optimal business decisions.</p> <p>(1) Understand the roles of managers in firms.</p> <p>(2) Understand the internal and external decisions to be made by managers.</p> <p>(3) Analyze the demand and supply conditions and assess the position of a company.</p> <p>(4) Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.</p> <p>(5) Analyze real-world business problems with a systematic theoretical framework.</p>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures 40</b>
<b>I</b>	Introduction to Managerial economics, Definitions, factors influencing managerial decision, chief characteristics of managerial economics, scope of managerial economics, nature of managerial economics, micro economics & macro economics, basic economic tools in managerial economics.	<b>10</b>
<b>II</b>	Utilize analysis, characteristics of utility, measurement of utility – TU & MU, law of diminishing marginal utility importance & limitation of the law, of equi– marginal utility – assumptions of the law, explanation of the law, law of proportionally, limitations of the application of the law, Consumers goods & producers goods, types of consumers goods, types of producers goods, consumption, complement of waste management & Resource Management Activity& Productivity.	<b>10</b>

<p style="text-align: center;"><b>III</b></p>	<p>Demand, types of demand price, demand, income, gross demand, change in demand, factors causing changes in demand, the law of demand – assumptions of the law, demand curve, Reasons for the law of demand, elasticity of demand, measurement of price elasticity of demand total outlay or expenditure method, flux or percentage method, point or geometric method, demand forecasting methods or techniques of demand forecasting, input – output analysis,</p>	<p style="text-align: center;"><b>10</b></p>
<p style="text-align: center;"><b>IV</b></p>	<p>Production – Definition methods, factors of production, function types (Fixed, variable, Cobb Douglas, linear homogenous), Law of returns – law of diminishing returns assumptions of the law, why the law of diminishing return operates, limitations of the law of increasing returns – Assumptions, why the how operates, law of constant returns, returns to scale, cost analysis – concept of lost, short run lost and long run lost, short run cost analysis, Marginal cost, Relationship between TC &amp; MC long run cost analysis – Diminution of LAC &amp; LMC, Relationship between LMC &amp; SMC, Revenue concepts &amp; revenue analysis. Theory of Pricing: Price Determination under perfect competition, Difference between pure competition and perfect competition, Price and determination under monopoly, Features of monopoly – Equilibrium of the monopoly in the long run,</p>	<p style="text-align: center;"><b>10</b></p>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Lewis, Chris W, and Peterson, H Gaig ‘Managerial Economics’</li> <li>2. Diwedi, DN, Managerial Economics, Vikas Publishing House</li> <li>3. Mehta, PL, ‘Managerial Economics: Text and Cases’. Sultan Chand</li> <li>4. Joel Dean, ‘Principles of Managerial Economics’ PHI – New Delhi</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b></p> <p>In addition to the theoretical inputs the course will make use of role playing, group discussion, classroom presentations, assignments, quiz and case study pedagogy for delivery. This will facilitate practical learning.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		

Programme/Class: Degree MBA(E-Commerce)	Year: First	Semester: First
Course/ Paper 4		
Course Code: F070104T	Course Title: <b>Managerial Accounting</b>	
<p><b>Course Outcome:</b>  The main objective of this course is to familiarize the students with fundamental concepts and processes of accounting so that they are able to grasp the nuances of annual accounts of an organization and interpret financial statements. The course seeks to achieve the following outcomes:</p> <ul style="list-style-type: none"> <li>• To develop an understanding of principles and techniques of accounting among students.</li> <li>• To familiarize students with interpretation and application of accounting techniques and principles in managerial decision making, implementation and control.</li> </ul> <p>To enable students to assess and evaluate the financial soundness of a business.</p>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Unit	Topics	No. of Lectures 40
I	Financial Accounting – Users of Financial Accounting Information, Difference between Managerial Accounting and Financial Accounting. Recording of Accounting Transactions- Journal-Its Division Cashbook, Bank Reconciliation Statement, and Rectification of Errors.	10
II	Corporate Accounting-Shares & Debentures. Financial Statement Analysis-Ratio, Fund Flow Statement and Cash Flow Statement, Price Level Change and Accounting	10

<b>III</b>	Product Costing-Job Costing and Process Costing, Job Costing: Nature of Job Costing, Job Cost Sheets and Job Ledger, Contract Costing, Process Costing, Standard Costing & Variance Analysis, Cost-Volume-Profit Analysis-Techniques, Limitation, Presentation of Management Control Report, Budgeting and Zero Base Budgeting.	10
<b>IV</b>	Nature of Managerial Accounting-Concept, Cost Accounting and Managerial Accounting Management Process and Roll of Management Accounting, Decision Making Process, Cost Concept and Classification-cost, Expenditures, Classification of Cost, Cost Behaviour in Relation to Change in output of activity Volume, Fixed Cost, Variable Cost, for Decision Making and Planning: Opportunity Cost, Sunk Cost, Relevant Cost, Different Cost, Cost For Control; Controllable and Uncontrollable Cost, Standard Cost, Joint Cost	10

**Suggested Readings:**

1. Anthony RN and Reece JS. Accounting Principles 6th Ed., Homewood, Illinois, Richard D Irwin
2. Bhattacharya SK & Dearden J Accounting for Management: Text and Cases New Delhi Vikas.
3. Heitger, LE & Matulich, Serge, Financial Accounting.
4. Hingorani NL & Ramanathan AR, Management Accounting.
5. Horngren Charles, Principles of Financial and Management
6. Needles, Belverd Financial and Managerial Accounting

**Suggested Continuous Evaluation Methods:**

In addition to the theoretical inputs the course will make use of classroom presentations, discussions, assignments and case study pedagogy for delivery. This will help the students develop practical understanding and applicability of the course in business organizations.

**Suggested equivalent online courses:**

**Further Suggestions:**

Programme/Class: Degree MBA(E-Commerce)	Year: First	Semester: First
Course/ Paper 5		
Course Code: F070105T	Course Title: <b>Research Methodology And Statistics</b>	
<p><b>Course Outcome:</b> This course is designed to enable students to identify and discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project. Identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting.</p>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Unit	Topics	No. of Lectures <b>40</b>
<b>I</b>	Introduction of Research: Meaning, Definition, Characteristics, Significance, Life of research, Approach to research methods, Research Methodology, Characteristics of good research, Criteria conducting a good research, Problem countered by research in India	<b>10</b>
<b>II</b>	Research problem: Meaning, component, formulation of research problem hypothesis: Meaning, function, types, form of hypothesis, different between research problem and hypothesis, Research Design: Meaning, Need component, feature of design, type of design	<b>10</b>

<p style="text-align: center;"><b>III</b></p>	<p>Collection of data, Primary and Secondary data, Method of collecting Primary data, Sources of secondary data, Sampling and sampling technique.</p>	<p style="text-align: center;"><b>10</b></p>
<p style="text-align: center;"><b>IV</b></p>	<p>Classification and Analysis of data; Tabulation, coding, graphical representation of data, analysis of data, Statistical tools, Measures of central tendency, correlation, regression, testing of hypothesis, T-Test, Chi-square test. Report writing: Features of good report, types of report, pre-caution should be taken when writing a report, Application of research in management, Research and decision making, marketing and personnel research.</p>	<p style="text-align: center;"><b>10</b></p>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Introduction to Statistics by Ramendu Roy, PrayagPustakBhawan, Allahabad.</li> <li>2. Research Methodology by CB Kothari.</li> <li>3. Survey Methods by Fowler and Floyd, Sage Publications</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b></p> <p>In addition to the theoretical inputs the course will make use of group discussion, classroom presentations and assignments pedagogy for delivery. The students should be encouraged to undertake any real research project, collect data, prepare and present the research report in the class. This will facilitate practical learning and application statistical tools.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		

### MBA (E-Commerce) Semester – II

<b>Subject/ Course Code</b>	<b>Title of the Course(s)</b>	<b>External Marks</b>	<b>Internal/ Sessional Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>	<b>Credits</b>
Course/Paper 1 F070201T	Organizational Behaviour and Change	75	25		100	4
Course/Paper 2 F070202T	Business Legislation	75	25		100	4
Course/Paper 3 F070203T	Marketing Management	75	25		100	4
Course/Paper 4 F070204T	Human Resource Management	75	25		100	4
Course/Paper 5 F070205T	Production and Operations Management	75	25		100	4
Course/Paper 6 F070206R	Research Project & Presentation		50	50	100	4
<b>Total Credits</b>						<b>24</b>

Programme/Class: Degree MBA(E-Commerce)	Year: First	Semester: Second
Course/ Paper 1		
Corse Code- F070201T	Course Title: <b>Organisational Behaviour and Change</b>	
<p><b>Course Outcome:</b>  This course provides a comprehensive analysis of individual and group behavior in organizations. Its purpose is to provide an understanding of how organizations can be managed more effectively and at the same time enhance the quality of employees work life. This course aims to improve students understanding of human behavior in organization and the ability to lead people to achieve more effectively toward increased organizational performance.</p>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Unit	Topics	No. of Lectures 40
I	<b>Organization:</b> Concepts and types; Organization behaviour; meaning, nature, determinants and models. Role of O.B in management of modern organization.	10
II	<b>Perception:</b> Process and factors influencing perception, perceptual errors, values systems spruces and attitude formation.	10



III	<b>Personality:</b> Types & theories; Motivation: process and theories; Learning: process and theories.	10
IV	<b>Group Dynamics:</b> Meaning, What is small group? Formal structural framework of group cohesiveness conflict management & resolution techniques. <b>Management of change and OD:</b> Meaning & intervention.	10
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Luthans F, OrganisationBehaviour, 7th edition, New York Mc graw Hill 1995</li> <li>2. Robbins S.P, Organisationalbehaviour, 7th edition New Delhi.Prentice Hall of India 1996</li> <li>3. Anderson A H and Barker D Effective Wenterprise and Change Management, Blackwell Publisher Ltd 1996</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b></p> <p>Modes of Evaluation include- Quiz/Assignment/ presentation/ extempore/ / Class Discussion / Written Examination.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		

Programme/Class: Degree MBA(E-Commerce)	Year: First	Semester: Second
Course/ Paper 2		
Course Code: F070202T	Course Title: <b>Business Legislation</b>	
<b>Course Outcome:</b> 1. Knowledge: Basic and broad knowledge in business laws in management. Ability to apply concepts, principles and theories to understand simple business laws. 2. Global Perspective of the different business laws. 3. Awareness of the global business laws and its impacts on businesses.		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures 40</b>
<b>I</b>	<b>The Indian Contract Act, 1872:</b> Essential of A Valid Contract Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts	<b>10</b>
<b>II</b>	<b>The Companies Act, 1956:</b> Nature and Type of Companies, Formation, Memorandum and Articles of Association, Prospectus Allotment of Shares & Share Capital, Membership, Borrowing powers, Management & Meeting. Compromise Arrangements and Reconstruction, Prevention of Oppression & Management. Winding Up	<b>10</b>

<b>III</b>	<b>The Sale of Good Act, 1930:</b> Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller. Performance of the Contract of Sale.	<b>10</b>
<b>IV</b>	<b>The Negotiable Instruments Act, 1881:</b> Nature and Types, Negotiation and Assignment, Holder-in-Due Course, Dishonor and Discharge of Negotiable Instrument. Arbitration. <b>Indian Partnership Act, 1930:</b> Nature an Formation of Partnership, Registration of Firm, Rights and Duties of The Firm, Dissolution of the Firm	<b>10</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Avatar Singh, Company Law, 11th Edition, Easter, Lucknow, 1996.</li> <li>2. Khergamwalla, JS, The Negotiable Instrument Act, NM Tripathi, Bombay, 1980.</li> <li>3. Ramaya A, Aguide to Companies Act. Wadhwa, Nagpur, 1992</li> <li>4. Tuteja SK, Business Law for Managers, Sultan Chand New Delhi, 1998</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b></p> <p>Modes of Evaluation include- Quiz/Assignment/ presentation/ extempore/ / Class Discussion / Written Examination.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		

Programme/Class: Degree MBA(E-Commerce)	Year: First	Semester: Second
Course/ Paper 3		
Course Code: F070203T	Course Title: <b>Marketing Management</b>	
<p><b>Course Outcome:</b> The course intends to expose students to marketing concepts &amp; theories and their practical applications. It aims at the following outcomes:</p> <ol style="list-style-type: none"> <li>1. To understand basics of marketing concepts and theories.</li> <li>2. To analyze the importance of marketing environment on decision making.</li> <li>3. To develop the ability to apply marketing concepts and theories in the current business environment.</li> </ol> <p>To understand the significance of value creation, delivery and promotion in the customer driven competitive markets.</p>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures 40</b>
<b>I</b>	Marketing: Definition, nature and scope, corporate orientation towards place, core marketing concepts, the marketing environment, customer satisfaction, value and retention.	<b>10</b>
<b>II</b>	Introduction to marketing research and marketing information system, understanding consumer and industrial buying behavior, market segmentation, targeting and positioning.	<b>10</b>

<b>III</b>	Product decisions, product mix, new product development and product life cycle, branding and packaging decisions.	<b>10</b>
<b>IV</b>	Pricing methods and strategies, promotion decisions, promotion mix, channel management decisions, selection, types, retailing, whole-selling and market logistics. Organizing and implementing marketing in the organization, evaluation and control of marketing efforts.	<b>10</b>

**Suggested Readings:**

1. Kotler Philip, Marketing Management: Analysis, Planning, Implementation and Control, PHI 2002
2. Stanton William J., Fundamentals of Marketing, McGraw hill, 1994
3. Ranaswami, V.s. and Namakumari, S., Marketing Management: Analysis, Planning and Control McMillan, 1990
4. Neelmeghan, S., Marketing In India, Caseand Readings, N. Vikas, 1988.

**Suggested Continuous Evaluation Methods:**

In addition to the theoretical inputs the course will make use of role playing, group discussion, classroom presentations, assignments and case study pedagogy for delivery. Video on various marketing aspects of business organizations may be shown for discussion and to drive home some points. This will help the students grasp practical application of marketing concepts and theories.

**Suggested equivalent online courses:**

**Further Suggestions:**

Programme/Class: Degree MBA(E-Commerce)	Year: First	Semester: Second
Course/ Paper 4		
Course Code: F070204T	Course Title: <b>Human Resource Management</b>	
<p><b>Course Outcome:</b> 1. To enable the students to understand the HR Management and system at various levels in general and in certain specific industries or organizations.</p> <p>2. To help the students focus on and analyse the issues and strategies required to select and develop manpower resources.</p> <p>3. To develop relevant skills necessary for application in HR related issues</p> <p>4. To Enable the students to integrate the understanding of various HR concepts along with the domain concept in order to take correct business decisions</p>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures 40</b>
<b>I</b>	Introduction to HRM and its nature, Concepts and perspectives on HRM, HRM in changing Environment, Corporate objectives and HR Planning, Career and Succession planning.	<b>10</b>
<b>II</b>	Job analysis and role description, methods of manpower search, attracting and selecting human resources, steps in selection process, methods of selection. Induction and socialization of manpower, Manpower training and development, Need, Techniques and Evaluation of training programme.	<b>10</b>

III	Performance Appraisal and Potential Evaluation: Quantitative and Qualitative appraisal, Role of Appraisal in HRM, Employee welfare and compensation.	10
IV	Industrial Relations & Trade Unions, dispute Resolution and Grievance Management, Employee Empowerment.	10
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. HR Management by CB Mamoria</li> <li>2. HR and Personnel Management by K Aswathappa</li> <li>3. Personnel Management by Adam Flippo</li> <li>4. Personel Management by Monappa and Saiyadain</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b></p> <p>This includes- Quizzes / Surprise Tests, Projects, Case analysis, Assignments, Presentations and class room activities.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		

Programme/Class: Degree MBA(E-Commerce)	Year: First	Semester: Second
Course/ Paper 5		
Course Code: F070205T	Course Title: <b>Production And Operations Management</b>	
<p><b>Course Outcome:</b> This course emphasizes the concepts and practices of managing production and operations in contemporary organizations. This course provides an introduction to the field of production and operations management. It is designed to highlight the practical and applied techniques which can improve the organization's quality and productivity.</p>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Unit	Topics	No. of Lectures 40
I	Production and operations management: Meaning, Nature, Scope, Importance and Functions, Evolution from production to operations management, Productivity-Measurement and variables, OM system model	10
II	Types of production systems: Intermittent production-project, jobbing, batch production. and Continuous production- mass, process , characteristics of each method	10



<b>III</b>	Location decisions, need and importance of location, factors affecting location decisions, Location models-factors rating method, locational break even analysis, centre of gravity method, Geographical Information System (GIS)	<b>10</b>
<b>IV</b>	Layout decisions: meaning, objectives, importance, factors influencing layout decisions, types of layout Inventory management, importance, functions, types of inventory, ABC analysis, EOQ, Quality, TQM, JIT, ISO certifications	<b>10</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Haizer Jay &amp; Render Barry, Operations management (6th edition), PH, NJ</li> <li>2. Buffa, Production and operations management.</li> <li>3. Adam, EE &amp; Ebert RJ Production and operations management .6th edition New Delhi. PHI 1995</li> <li>4. Amrine Harold Tetc. Manufacturing Organization and management. Engelwood Cliffa .New Jersey PHI 1993</li> <li>5. S.N.Chany, Production &amp; Operation Management</li> <li>6. Aswathapa, Production &amp; Operation Management</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b></p> <p>Course learning goals are assessed using quizzes, tests, and performance-based tasks, as well as written examination.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		

**MBA (E-Commerce) Semester – III**

<b>Subject/ Course Code</b>	<b>Title of the Course(s)</b>	<b>External Marks</b>	<b>Internal/ Sessional Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>	<b>Credits</b>
Course/Paper 1 F070301T	Strategic Management	75	25		100	4
Course/Paper 2 F070302T	Entrepreneurial Development and Small Business Management	75	25		100	4
Course/Paper 3 F070303T	JAVA Language and HTML	75	25		100	4
Course/Paper 4 F070304T	Web Publishing and Hosting	75	25		100	4
Course/Paper 5 F070305T	Object Oriented Programming	75	25		100	4
Course/Paper 6 F070306R	Summer Training Report/Presentation		50	50	100	4
<b>Total Credits</b>						<b>24</b>

Programme/Class: Degree MBA( E-Commerce)	Year: Second	Semester: Third
Course/ Paper 1		
Course Code: F070301T	Course Title: <b>Strategic Management</b>	
<p><b>Course Outcome:</b> The course seeks to apprise the students about the vital role of strategic management in achieving success in a business enterprise. It is designed with the objective of achieving the following outcomes:</p> <ul style="list-style-type: none"> <li>•To comprehend the importance of strategic management in successful business endeavours.</li> <li>•To develop a holistic viewpoint towards business management.</li> <li>•To analyze the industry and competitive environment.</li> <li>•To understand the competitive abilities and resources of the company.</li> </ul>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures 40</b>
<b>I</b>	Introduction to strategy, Business Policy and Strategic Management, Strategic Management Process, Strategic Decision Making, Role of board of directors, CEOs and Top management in the strategic management, An introduction to corporate governance, Mission and objectives	<b>10</b>
<b>II</b>	Constituents of External Environment and their impact, Environmental analysis steps, Assessment of opportunities & threats, Competition analysis, Preparation of ETOP. Internal corporate analysis, Determination & measurement of strengths & weaknesses, Models to analyze strength & weakness	<b>10</b>

III	Formulation of strategy, Tows Matrix, Grand strategies, Growth, Stability, Retrenchment & Combination strategy, Genetic competitive strategies. Portfolio Analysis, BCG Model, GE-Nine Cell Model, Corporate parenting. Strategy Implementation Process, Interrelationship between strategy formulation & Implementation	10
IV	Organizing for effective Implementation, Leadership Implementation, and Behavioral Issues in strategy Implementation. Functional strategy: Marketing, Operations, Finance, Recent R & D & HR strategies, Resent Issues in strategic Management: Diversification, Integration, Mergers and Acquisitions (M & A), RE-engineering and Restructuring	10
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. William Glueck: Business Policy &amp; Strategic Management, McGraw Hill.</li> <li>2. Ansaff H. Iger, Corporate Strategy: An Analytical approach to Business Policy for Growth &amp; Expansion, McGraw Hill.</li> <li>3. AzharKazmi, Business Policy, McGraw Hill.</li> <li>4. Steiner G.A., J.B. Mier, E.R. Gray, Management Policy &amp; Strategy, McMillan, London.</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b></p> <p>In addition to the theoretical inputs the course will make use of group discussion, classroom presentations, assignments and case study pedagogy for delivery. This will facilitate practical learning.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		

Programme/Class: Degree MBA(E-Commerce)	Year: Second	Semester: Third
Course/ Paper 2		
Course Code: F070302T	Course Title: <b>Entrepreneurial Development and Small Business Management</b>	
<p><b>Course Outcome:</b> This includes-</p> <ul style="list-style-type: none"> <li>•Develop idea generation, creative and innovative skills</li> <li>• Aware of different opportunities and successful growth stories</li> <li>• Learn how to start an enterprise and design business plans those are suitable for funding by considering all dimensions of business.</li> <li>• Understand entrepreneurial process by way of studying different case studies and find exceptions to the process model of entrepreneurship.</li> <li>• Run a small enterprise with small capital for a short period and experience the science and art of doing business.</li> </ul>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures</b> <b>40</b>
I	<p><b>Introduction:</b> Meaning, concept of entrepreneur, entrepreneur types, traits and functions, Role of entrepreneurs in the economic growth.</p> <p><b>Entrepreneurship:</b> Concept, nature and characteristics, phases of entrepreneurship development, factors affecting entrepreneurship in economic growth.</p>	<b>10</b>
II	<p><b>Competing theories of entrepreneurship,</b> Drucker, Schumpeter &amp; Walker ‘view of entrepreneur, Economic, sociological &amp; psychological theories of entrepreneurial origin, entrepreneurs Vs. Managers, entrepreneurs Vs. Entrepreneurship.</p> <p><b>Establishing Entrepreneurial system:</b> Search for business idea, sources of ideas, idea processing &amp; input requirements, and preparation of feasibility report, legal formalities &amp; documentation</p>	<b>10</b>

<b>III</b>	<b>Entrepreneurial Development Programme in India:</b> History, Objectives, Support, Stages of Performances, Planning and EDP: Objectives, Target group, Selection of centre, Pre-training work, Govt. Policy towards SSIs.	<b>10</b>
<b>IV</b>	<b>Institutional set up assisting entrepreneurship:</b> DIC and Industrial estate, NSIC, NPC, STEP & commercial banks, Women Entrepreneurship, Rural Entrepreneurship, Intrapreneurs.	<b>10</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Entrepreneurial Development in India, Gupta and Srinivasan, Sultan Chand, New Delhi.</li> <li>2. Small Scale Industries and Entrepreneurship, Desai, V., Himalaya, New Delhi.</li> <li>3. Innovation and Entrepreneurship, Drucker, Henimann, London.</li> <li>4. Motivating Economic Achievement, McClelland, DC &amp; winter, Freepress, New York.</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b> This includes- Quizzes / Surprise Tests, Projects, Case analysis, Assignments, Presentations and class room activities.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		

Programme/Class: Degree MBA(E-Commerce)	Year: Second	Semester: Third
Course/ Paper 3		
Course Code: F070303T	Course Title: <b>JAVA Language and HTML</b>	
<p><b>Course Outcome:</b> The course aims to familiarize the students with the basic concepts of JAVA Language and HTML</p> <ul style="list-style-type: none"> <li>• The management student will recognized with Java and HTML, Java Script and Java Resource.</li> <li>• The student will be apt in creating web pages using HTML</li> <li>• The students will learn the use of image maps for navigation.</li> <li>• The students can add sounds, videos and animated graphics in the websites.</li> <li>• The management students can control the presentation and include Java Applets.</li> </ul>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Unit	Topics	No. of Lectures 40
I	Introduction to Java and HTML, The Java Language, User Interface, Input-Output, Databases	10
II	Component Based Development, Advance Java, Debugging Java, Java Script and Java Resources.	10

<b>III</b>	Creating Web Page Using HTML, building foundation, providing structure, Adding Context, Using Basic Style, Creating Lists, Adding Links, Adding Images to a web page	<b>10</b>
<b>IV</b>	Using Image Map for Navigation, Animating Graphics, Adding Sound and Video, Including Java Applets, Controlling the Presentations, Adding Interactivity, Using Meta Information, Creating widely accessible web pages, HTML Publishing.	<b>10</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Joseph L. Weber, Using Java 2, PHI</li> <li>2. Lee Anne Philips, Using HTML 4, PHI</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b>  This includes- Quizzes / Surprise Tests, Projects, Case analysis, Assignments, Dissertations, Presentations and class room activities.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		



Programme/Class: Degree MBA(E-Commerce)	Year: Second	Semester: Third
Course/ Paper 4		
Course Code: F070304T	Course Title: <b>Web Publishing and Hosting</b>	
<b>Course Outcome:</b>		
<ul style="list-style-type: none"> <li>• The management student will get the knowledge about web technology and web servers</li> <li>• The students will be able to face electronic publishing issues and its legalities and technologies</li> <li>• The learners will be apt in handling the intellectual property issues in the edge of electronic publishing</li> </ul>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures 40</b>
I	Introduction to the Web Technology, Steps in Creation of a Web Site	10
II	Technologies for Web Servers, Publishing Systems, Setting up a Server, Maintaining a Web Server.	10
III	Electronic Publishing Issues, Approaches, Legalities, and Technologies, Web Based E-Publishing,	10

<b>IV</b>	Intellectual Property Issues in the edge of the EP, Intellectual Property Issues for Multimedia / Hypermedia.	<b>10</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Danial Minoli &amp; E. Minoli, Web Commerce Technology Hand Book, TMH.</li> <li>2. Parag Diwan &amp; Sunil Sharma, E-Commerce.</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b> It Includes-Written exams, Quiz (surprise quizzes), Class participation/individual and group assignments/ Field projects, Presentations.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		

Programme/Class: Degree MBA(E-Commerce)	Year: Second	Semester: Third
Course/ Paper 5		
Course Code: F070305T	Course Title: <b>Object Oriented Programming</b>	
<b>Course Outcome:</b> <ol style="list-style-type: none"> <li>1. The management student will gain the knowledge about OOPs and difference between ANSI C and C++</li> <li>2. The student will be able to prepare flow charts and algorithms</li> <li>3. The management student will be expert in working with the file functions in C++</li> <li>4. The students will be apt in object oriented system development and construction and deconstruction</li> </ol>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
Unit	Topics	No. of Lectures 40
I	Introduction to Object Oriented Programming, C++. Difference between ANSI C and C++ Preparation of Flow Charts and Algorithms.	10
II	Simple C++ Programs. Structure of C++ Program. C++ Statements. Creating the source Files, Compiling and Linking, Working with the File.	10

<b>III</b>	Functions in C++, Pointers, Virtual Functions. Inheritance, Classes and Objects, Arrays	<b>10</b>
<b>IV</b>	Constructors and Deconstructions, Operators Overloading. Object Oriented System Development.	<b>10</b>
<p><b>Suggested Readings:</b></p> <p>1.E Balaguruswami, Object Oriented Programming with C++, Tata McGraw Hill.</p> <p>2.C++ Programming Language, Bjarne Stroustrup</p> <p>3.Effective Modern C++, Scott Meyers</p>		
<p><b>Suggested Continuous Evaluation Methods:</b></p> <p>Written exams, Presentations, Quiz (surprise quizzes), Class participation/individual and group assignments/ Field projects.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		

**MBA (E-Commerce) Semester – IV**

<b>Subject/ Course Code</b>	<b>Title of the Course(s)</b>	<b>External Marks</b>	<b>Internal/ Sessional Marks</b>	<b>Practical Marks</b>	<b>Total Marks</b>	<b>Credits</b>
Course/Paper 1 F070401T	Project Management	75	25		100	4
Course/Paper 2 F070402T	Server Administration and Securities	75	25		100	4
Course/Paper 3 F070403T	E-Marketing	75	25		100	4
Course/Paper 4 F070404T	Data Mining and Data Warehousing Technologies	75	25		100	4
Course/Paper 5 F070405T	E-Commerce Strategies and Models	75	25		100	4
Course/Paper 6 F070406R	Project Report & Viva		50	50	100	4
<b>Total Credits</b>						<b>24</b>

Programme/Class: Degree MBA( E-Commerce)	Year: Second	Semester: Fourth
Course/ Paper 1		
Course Code: F070401T	Course Title: <b>Project Management</b>	
<b>Course Outcome:</b> <ul style="list-style-type: none"> <li>• The management pupils will get the knowledge about the project management and e-commerce projects</li> <li>• The students will be able to formulate the e-commerce while concerning its feasibility</li> <li>• The management students will be expert in idea generation and screening of project alternatives</li> <li>• They will be capable enough to manage financing issues related to e-commerce</li> <li>• The management students will be apt in handling the operational problems occur in project implementation</li> </ul>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures 40</b>
I	Introduction to Project Management, Introduction to E-Commerce Projects, Nature and Characteristics of E-Commerce Projects.	<b>10</b>

<b>II</b>	Formulation of E-Commerce Projects, Economic, Technical and Financial feasibility.	<b>10</b>
<b>III</b>	Generation of alternative project ideas and screening, Evaluation and ranking of projects	<b>8</b>
<b>IV</b>	Financing of E-Commerce Projects, Implementation of Project Management, Issues in E-Commerce Projects. Operational problems in implementation of the projects, Behavioral and Cross-cultural issues in Multinational and Multicultural Project Teams.	<b>12</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li><i>Danial Minoli &amp; E. Minoli, Web Commerce Technology Hand Book, TMH.</i></li> <li><i>Parag Diwan &amp; Sunil Sharma, E-Commerce.</i></li> <li><i>Prasanna Chandra, Projects: Preparation, Appraisal, Budgeting and Implementation, TMH, New Delhi.</i></li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b> Written exams, Presentations, Quiz (surprise quizzes), Class participation/individual and group assignments/ Field projects.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		

Programme/Class: Degree MBA(E-Commerce)	Year: Second	Semester: Fourth
Course/ Paper 2		
Course Code: F070402T	Course Title: <b>Server Administration and Securities</b>	
<p><b>Course Outcome:</b></p> <ul style="list-style-type: none"> <li>• The students will get the information regarding server administration and security policy.</li> <li>• The management students will learn EDI concepts and security mechanism.</li> <li>• The students will gain the knowledge about the technologies for secure e-mail and e-transactions.</li> <li>• The management students will learn about specific intruder approaches for security.</li> <li>• The students can understand and execute enterprise networking and antivirus programs.</li> </ul>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures 40</b>
<b>I</b>	Introduction to Server Administration. Need for Securities, Security Policy.	08
<b>II</b>	EDI Security Concepts, Security Mechanisms, Internet Security.	<b>10</b>



<b>III</b>	Secure E-Mail Technologies. Master Card /Visa Secure Electronic Transaction.	<b>10</b>
<b>IV</b>	Specific Intruder Approaches for Security Tools, Encryption, Enterprise Networking. Antivirus Programs. Security Teams.	<b>12</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Danial Minoli &amp; E. Minoli, Web Commerce Technology Hand Book, TMH.</li> <li>2. Parag Diwan &amp; Sunil Sharma, E-Commerce.</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b> Written exams, Presentations, Quiz (surprise quizzes), Class participation/individual and group assignments/ Field projects.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		

Programme/Class: Degree MBA(E-Commerce)	Year: Second	Semester: Fourth
Course/ Paper 3		
Course Code: F070403T	Course Title: <b>E-Marketing</b>	
<b>Course Outcome: -</b> <ul style="list-style-type: none"> <li>• The management students will gain the knowledge about E-marketing.</li> <li>• The students will be able to implement marketing mix elements.</li> <li>• The students will have enough knowledge about new product development and its PLC.</li> <li>• The management students will be able to conduct marketing research.</li> <li>• The students will understand how to formulate and execute marketing strategies.</li> </ul>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures 40</b>
<b>I</b>	Nature, Scope, Concept of Marketing. Various Marketing Concepts. Evolution of Marketing. Traditional Marketing Vs. E-Marketing, Marketing Vs. Sales Marketing Management.	<b>10</b>
<b>II</b>	Marketing mix elements. Product, price, place, promotion & packaging. New product development. Product life cycle. Designing distribution channel.	<b>10</b>

III	Advertising planning. Marketing planning, organizing & control. Pricing decisions. Consumer behavior. Management of sales. Marketing research and its applications.	10
IV	Application of Internet in the area of Marketing, E- Marketing Strategies.	10
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1,Rob Stokes, E-Marketing</li> <li>2.Eliza Sharma .Jyoti Sindhu,E-Marketing</li> <li>3.Philip Kotler, Marketing Management, PHI New Delhi</li> <li>4.Stanton , Marketing Management</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b> Written exams, Presentations, Quiz (surprise quizzes),Class participation/individual and group assignments/ Field projects.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		

Programme/Class: Degree MBA(E-Commerce)	Year: Second	Semester: Fourth
Course/ Paper 4		
Course Code: F070404T	Course Title: <b>Data Mining and Data Warehousing Technologies</b>	
<p><b>Course Outcome:</b></p> <ul style="list-style-type: none"> <li>• The students will be imparted the knowledge about Data warehousing, data mining and web warehousing.</li> <li>• The students will understand the approaches of data warehousing and their applicability.</li> <li>• They will learn about the web OLAP and web based statistical analysis.</li> <li>• The students will gain the knowledge about multimedia information management system.</li> <li>• The management student will be aware about web components and communications.</li> </ul>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures 40</b>
I	Introduction to Data Warehousing, Data Mining & Applied Knowledge Management. Introduction to Web Warehousing. Value Chains, Knowledge Networks, Neighborhoods and Economics.	<b>09</b>
II	Data Mining Tools. Traditional Warehousing, Data Warehousing Approaches and Their Applicability, Web Based Query & Reporting.	<b>10</b>

<b>III</b>	Web OLAP, Web Based Statistical Analysis and Data Mining. Web Based Graphical and Geographic Information Systems.	<b>09</b>
<b>IV</b>	Text Information Management Systems, Search Engines & Facilities, Text Mining System, Multimedia Information Management Systems. Web Components and Communications. PPP and CGI, Java, JDBC, Accessing Databases with Java JDBC, Architecture, Performance & Management.	<b>12</b>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Rob Mattison, Web Warehousing and Knowledge Management, TMH</li> <li>2. Alex Berson, S.J. Smith, Data Warehousing, Data Mining, OLAP, McGraw-Hill</li> <li>3. Sam Anahory, Dennis Murray, Data Warehousing in the Real World.</li> </ol>		
<p><b>Suggested Continuous Evaluation Methods:</b> Written exams, Presentations, Quiz (surprise quizzes), Class participation/individual and group assignments/ Field projects.</p>		
<p><b>Suggested equivalent online courses:</b></p>		
<p><b>Further Suggestions:</b></p>		

Programme/Class: Degree MBA(E-Commerce)	Year: Second	Semester: Fourth
Course/ Paper 5		
Course Code: F070405T	Course Title: <b>E-Commerce Strategies and Models</b>	
<b>Course Outcome:</b> <ul style="list-style-type: none"> <li>• The students will know the e-commerce environment and opportunities</li> <li>• The management student will get the knowledge about the factors affecting e-business strategies</li> <li>• They will understand models of e-commerce and EDI</li> <li>• The management students will know how to approach for safe e-commerce</li> <li>• The students will be apt in applying the e-commerce applications in business functions</li> </ul>		
Credits: 4	Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 9+27	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 3-1-0		
<b>Unit</b>	<b>Topics</b>	<b>No. of Lectures 40</b>
I	Electronic Commerce Environment and Opportunities. The virtual corporation. The electronic marketers. Electronic market place technologies. Designing E-business strategies.	<b>10</b>

<b>II</b>	Factors affecting the E-business strategies. Issues and challenges in formulation of E- business strategies. Implementation of E- business strategies. Value addition strategies using E- business.	<b>10</b>
<b>III</b>	Introduction to different e-commerce model. Electronic data Interchange: Benefits, status, system approach, communication approach, and migration of open EDI.	<b>10</b>
<b>IV</b>	E-Commerce with Internet, approaches to safe e-commerce, electronic cash and electronic payment schemes. Advertising on the Internet, E-Commerce Applications in Business Functions.	<b>10</b>

**Suggested Readings:**

1. *Danial Minoli & E. Minoli, Web Commerce Technology Hand Book, TMH.*
2. *Parag Diwan & Sunil Sharma, E-Commerce.*

**Suggested Continuous Evaluation Methods:**

Written exams, Presentations, Quiz (surprise quizzes), Class participation/individual and group assignments/ Field projects.

**Suggested equivalent online courses:**

**Further Suggestions:**