FACULTY OF MANAGEMENT STUDIES
MOHANLAL SUKHADIA UNIVERSITY

CURRICULUM FOR MBA(E-COMMERCE)
(As Per NEP 2020)

2023-24

THEPROGRAMME

The Master of Business Administration (E Commerce) is a two-year full-time program. Thecourse structureand program administrationareasfollows:

COURSESTRUCTURE

The programme has been organized in two years-First Year and Second Year, each yearcomprising two semesters. Thelistof papers offered during First Year and Second Year ofthe programmeshall beasfollows:

PROGRAMMEADMINISTRATION*(SUGGESTEDGUIDELINES)*

Evaluation

(i) Each paper will carry 100 marks of which minimum of 20% ofmarks should be for internal assessment and remaining percentage of marks is forwritten examination. The duration of written examination for each paper shall bethreehours.

(ii) The internal assessment marks shall be based on factors such as: Participation inseminars,casediscussionsandgroup work activities

* Classtests,quizzes,individualandgrouporalpresentations
* Submissionofwrittenassignments,termpapersandviva-voce
* Class-roomparticipationandattendance

There will be one mid-term class test which will carry 10 marks. If any candidate doesnot appear in any of the mid-term tests on medical or other valid grounds, he mayappearinthedefaulter test by depositing afeeof Rs. 150/-percourse.

The course for the midterm test will be first three units but the defaulter test coveragewillbeentirecourse.

Home Assignment will carry 05 marks while individual and group presentation andattendance willcarry05 marks.

(iii) Theschemeofevaluationofprojectstudiesshallbeasfollows:

(a) Paper MBA9185S, final Project Study for E-Commerce study shall commence in thebeginning of fourth semester and it may be Industry oriented internship which must be of 45 days duration completed after second semester in summer break period. Candidates will be required to submit internship report in the beginning of fourth semester. This project study may be in form of Major Research Project study allocated shall commence in the beginning of fourth semester and will have two papers weight. This research project study students have to complete under the supervision of faculty supervisor. The type of project study to be allocated will be announced by Director/Course Director towards theendofsecondsemester.

Promotion and Span Period

(i) The span period of the programme is four years from the date of registration in theprogramme.

(ii) The minimum marks for passing the examination for each semester shall be 40% ineachpaper and 50% inaggregate forallthecoursesofthesemester.

(iii) Tobeeligibleforpromotiontothesecondyearoftheprogramme,astudentmustclearsuccessfull yatleast8papersoutofthe12papersofferedduringfirstyearoftheprogramme.

(iv) The degree shall be awarded to successful students on the basis of the combinedresultsof first yearand secondyear examinationsasfollows:
- Securing60% and above : IstDivision-
- Allother : IIndDivision

(v) Astudenttobeeligibleforawardofdegreehastoclearallthepapersofferedduringtwo-yearprogrammewithin thespanperiod.

TheInstitute/UniversitymayevolvetheirownGradingSystemforevaluation.

Re-examination

A candidate who has secured minimum marks to pass in each paper but has not secured theminimummarks required to pass in aggregatefor thesemester concerned may takere-examination in not more than two papers to obtain the aggregate percentage required to passthe semester.

A regular student will be allowed to re-appear in any paper in any semester.However, thetotal number of attempts for a paper shall not exceed four during the span period of theprogramme.As regards the ex-students, they will be allowed to re-appear in papers only inthe semester examination when held, subject to total number of attempts for a paper notexceedingfouryearsduring thespanperiod of theprogramme.

Attendance

No candidate shall be considered to have pursued a regular course of study unless he/she iscertified by theHead/Dean of theDepartment/Faculty to haveattended thethree-fourths ofthe total number of classroom sessions conducted in each semester during his/her course ofstudy.Any student not complying with this requirement will not be allowed to appear in thesemester examination.However, the Head/Dean may condone the required percentage ofattendance by notmorethan 10per cent duringasemester.

A student not allowed to appear in the preceding semester examination due to shortage ofattendance, may appear in the papers of the proceeding semester along with the papers ofcurrentsemesteraftermakingupptheattendanceshortfall.Remedialclasses,however,willnotbearran ged bytheDepartment/ Faculty forthepurpose.

Course structure (MBA-E-COM.)

Level	Sem	Course Type	Course Code	Course Title	Delivery Type			Total Hours	Credit	Internal Assessment	EoS Exam	M.M.	Remarks
					L	T	P						
8	I	DCC	MBA8000T	Management Process & Organizational Behavior	L	T	-	60	4	20	80	100	
			MBA8001T	Managerial Economics	L	T	-	60	4	20	80	100	
			MBA8002T	Marketing Management	L	T	-	60	4	20	80	100	
			MBA8003T	Research Methodology	L	T	-	60	4	20	80	100	
			MBA8004T	Accounting for Managers	L	T	-	60	4	20	80	100	
			MBA8005T	Statistical Methods	L	T	-	60	4	20	80	100	
	II	DCC	MBA8006T	Human Resource Management	L	T	-	60	4	20	80	100	
			MBA8007T	Managerial Skill Development	L	T	-	60	4	20	80	100	
			MBA8008T	Production and Operation Management	L	T	-	60	4	20	80	100	
			MBA8009T	Financial Management	L	T	-	60	4	20	80	100	
			MBA8010T	Quantitative Methods	L	T	-	60	4	20	80	100	
		GEC-I	MBA8100T	Environment Management	L	T	-	60	4	20	80	100	
			MBA8101T	Indian Ethos									
			MBA8103T	Fundamental of E-Commerce									
			MBA8104T	Knowledge Management System									
9	III	DCC	MBA9011T	IT & MIS	L	T	-	60	4	20	80	100	
			MBA9012T	Business Policy & Strategic Management	L	T		60	4	20	80	100	
		DSE Courses of MBA (E-Commerce) in III Semester												
		DSE-I	MBA9173T	Managing E-Channels	L	T	-	60	4	20	80	100	
			MBA9174T	Internet Programming for e-Business/e-Commerce	L	T	-	60	4	20	80	100	
		DSE-II	MBA9175T	E-Commerce Progression	L	T	-	60	4	20	80	100	
			MBA9176T	Information & Network Security	L	T	-	60	4	20	80	100	

9		DSE-III	MBA9177T	E-Advertising	L	T	-	60	4	20	80	100
			MBA9178T	Business Analytics	L	T	-	60	4	20	80	100
		GEC-II	MBA9106T	Personality Development								
			MBA9107T	Entrepreneurship Development	L	T	-	60	4	20	80	100
			MBA9108T	Marketing of Services								
			MBA9109T	Warehouse Management & Data Mining								
		DCC	MBA9013T	Business Legislation	L	T	-	60	4	20	80	100

DSE Courses of MBA (E-Commerce) in IV Semester

9	IV	DSE-IV	MBA9141T	Logistic & Supply Chain Management								
			MBA9179T	E-Business Technologies & Trends	L	T	-	60	4	20	80	100
		DSE-V	MBA9143T	Digital Marketing	L	T	-	60	4	20	80	100
			MBA9180T	Database Management System	L	T	-	60	4	20	80	100
		DSE-VI	MBA9181T	E-Business Philosophy	L	T	-	60	4	20	80	100
			MBA9182T	Website Planning & Designing	L	T	-	60	4	20	80	100
		DSE-VII	MBA9183T	Legal Framework for E-Commerce	L	T	-	60	4	20	80	100
			MBA9184T	Principle of E-Commerce	L	T	-	60	4	20	80	100
		DSE-VIII	MBA9185S	Project Study in E-Commerce	-	-	S	120	4	20	80	100

SEMESTER – I

Level	Sem	Course Type	Course Code	Course Title	Delivery Type			Total Hours	Credit	Internal Assessment	EoS Exam	M.M.
					L	T	-					
8	I	DCC	MBA8000T	Management Process & Organizational Behavior	L	T	-	60	4	20	80	100
			MBA8001T	Managerial Economics	L	T	-	60	4	20	80	100
			MBA8002T	Marketing Management	L	T	-	60	4	20	80	100
			MBA8003T	Research Methodology	L	T	-	60	4	20	80	100
			MBA8004T	Accounting for Managers	L	T	-	60	4	20	80	100
			MBA8005T	Statistical Methods	L	T	-	60	4	20	80	100

DCC: MBA8000T Management Process & Organizational Behavior	
First Semester	
Subject: Management Process & Organizational Behavior	
Code of the Course	MBA8000T
Title of the Course	Management Process & Organizational Behavior
Qualification level of the Course	Level 8
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory (DCC) Course for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	The objectives of this paper are to familiarize the student with basic management concepts and behavioralprocesses in the organization.
Learning Outcomes	The students will be able to: • Know the Organization's Behaviour • Learn the Managerial Skills • Get the Leadership Skills • Enhance their Personality Development • Develop their Decision-Making Power • Learn Motivational Attributes • Managing Stress and Conflict
Syllabus	
Unit- I	Evolution of management thought, Systems and contingency approach for understanding organizations, managerial processes, functions, skills and roles in an organization; Social Responsibility of Business; Leadership: Concept, Nature, Importance, Attributes of a leader, developing leaders across the organization, Leadership Grid. Decision making: Concept, Nature, Importance and Process. Types of decisions, Problems in decision making.
Unit- II	Introduction to Organizational Behavior: Definition, Importance, Scope, Fundamental Concepts of OB, Different models of OB- autocratic, custodial, supportive, collegial and SOBC. Personality & Attitudes: Meaning of personality, attitude- Development of personality–Attributes of personality- Transactional Analysis – Ego states – Johari window - Nature and dimensions of attitude– Developing the right attitude
Unit- III	Motivation: Definition, Importance, Motives– Characteristics, Classification of motives- Primary &Secondary motives. Theories of Motivation- Maslow's Theory of need hierarchy- Herzberg's theory. Morale - Definition and relationship with productivity- Morale Indicators.
Unit- IV	Group Dynamics and Teambuilding: Concept of Group & Team. Theories of Group Formation- Formal and Informal Groups. Importance of Team building. Conflict Management: Definition. Traditional vis-à-vis Modern view of conflict– Types of conflict– Intrapersonal, Interpersonal and Organizational. Constructive and Destructive conflict. Conflict management.
Unit- V	Stress management: Definition, Causes, Managing stress, Stress as a motivator. Work life balance. Applications of emotional intelligence in organizations, communication, group decision making, Understanding and Managing organizational system- Organizational design and structure, change management: Concept of change, change as a natural process, Importance & Causes of change– social, economic, technological, organizational. Learning– unlearning, Concept of learning organizations.
Textbooks	1. Koontz, HandWechrich, H. Management. 10th Ed. New York, McGraw Hill, 1995. 2. Luthans, F. Organizational Behavior. 7th ED. New York, McGraw Hill, 1995. 3. Robbins, S P. Management. 5th ED, New Jersey, Englewood Cliffs, Prentice Hall Inc., 1996. 4. Robbins, SP. Organizational Behavior. 7th ED, New Delhi, Prentice Hall of India, 1996. 5. Singh, Emotional Intelligence at Work, Response Books, Sage Publications, Delhi,2001 6. Staw, B M. Psychological Dimensions of Organizational Behavior. 2nd Ed.

	Englowed Cliffs, New Jersey, Prentice HallInc.1995.
	7. Stoner, J.Management. 6th ED, New Delhi, Prentice Hall of India, 1996.
References	1. Uma Sekaran, Organizational Behavior, Tata McGraw Hill 2. John W Newstrom, Organizational Behavior, Tata McGraw Hill 3. Stephen P. Robbins, Timothy A. Judge, Niharika Vohra (18th ED.), Pearson Education, New Delhi 4. L. M. Prasad, Organizational Behavior, Sultan Chand & Sons
Suggested E- Resources	1. https://www.classcentral.com/course/introduction-organisational-behaviour-11892 2. https://onlinecourses.nptel.ac.in/noc22_mg104/preview 3. https://learninglink.oup.com/access/king-lawley3e-student-resources#tag_all-chapters 4. https://onlinecourses.nptel.ac.in/noc22_mg78/preview 5. https://openstax.org/details/books/organizational-behavior

DCC: MBA8001T Managerial Economics	
First Semester	
Subject: Managerial Economics	
Code of the Course	MBA8001T
Title of the Course	Managerial Economics
Qualification level of the Course	Level 8
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory (DCC) Course for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation In Any Discipline
Co-requisites	None
Objectives of the Course	This course is to acquaint the student with concepts, theories, and techniques used in Micro-Economic. The student will also gain knowledge how business decision-making is done and apply in real world
Learning Outcomes	After completing this course of five units, you'll be able to: 1. Understand how business decisions are made and how business decision helps in solving problem. 2. Get a grip on concepts of economics. 3. Analyse how sensitivity of price change puts an impact on consumers. 4. Determine the maximum output by process, determination of cost and revenue. 5. Understand the huge market structure with their differentiation. 6. Critically analyse the different market set up. 7. Understanding profit maximisation and wealth maxima ion by using strategies. 8. Understanding how the economy goes through booms and busts in recession. 9. Get an idea of various government policies putting an impact on Indian Economy.
Syllabus	
Unit- I	Scope, Concepts and Techniques of Managerial Economics; Nature of business decision- making; Marginal analysis, optimization; Demand functions; Law of Demand- Utility Concept, Cardinal and Ordinal Approach, Income and substitution effects.
Unit- II	Elasticity of Demand- Price Elasticity, Income Elasticity, Cross Elasticity, Advertising Elasticity; Demand forecasting concept of consumer surplus.
Unit- III	Production Function-Concept, Isoquants, Equilibrium,Law of Variable Proportions;Law of Returnsto Scale; Economiesof scale; CostFunction-Types of Costs, Theory of Firm - Profit Maximization, Sales Maximization;Revenuecurves-TR,AR,MR,Longrunandshortrun.
Unit- IV	Market Structure: Concept of Equilibrium, Perfect Competition, Monopoly, Monopolistic, Oligopoly: Kinked Demand curve, Game theory, Price leadership model, Full cost Pricing Theory Baumel's theory of sales revenue maximization, Williamson's Managerial Discretionary, Theory of Firm, Cyert&March Behavioral Theory of Firm.; Theoretical Concept of Pricing, Pricing Polices in Practices; Non- Price Competition.
Unit- V	Macro Economics: Aggregates and Concepts, Aggregate Consumption-Aggregate Demand; Concept and Measurement of National Income; Determination of National Income, Multiplier Effect &Accelerator; GNP and GDP; Balance of Payments; Monetary Policy; Fiscal Policy; Business cycle.
Textbooks	1.Bennet, Roger: Management Research, I LO, 1 983 2.Fowler,FloydJ.Jr., Survey Methods, 2" ed., Sage Pub., 1993. 3.Fox, J.A.and P.E. Tracy: Randomized Response: A Method of Sensitive Surveys, Sage Pub., 1986 .
References	1.Gupta,S.P. Statistical Methods, 30" ed,, Sultan Chand,New Delhi,2001. 2.Golden,-Biddle,Koren and Karen D.Locke: Composing Qualitative Research, Sage Pub., 1997 3.Salkind, Neilj. Exploring Research, 3rd ed., Prentice-Hail, NJ, 1997.
Suggested E- Resources	https://iimbx.iimb.ac.in/catalog/introduction-to-managerial-economics/https://www.distanceeducationju.in/pdf/BCOM%20Course%20No.%20203.pdf https://www.distanceeducationju.in/pdf/BCOM%20Course%20No.%20203.pdf

DCC: MBA8002T Marketing Management	
First Semester	
Subject: Marketing Management	
Code of the Course	MBA8002T
Title of the Course	Marketing Management
Qualification level of the Course	Level 8
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory (DCC) Course for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation In Any Discipline
Co-requisites	None
Objectives of the Course	To understand the basic concept of Marketing and its implementation in various sectors of business/career.
Learning Outcomes	Students will Learn: 1. The ability to articulate what marketing is and its importance along with its marketing philosophies. 2. Would be able to distinguish between goods and services along with marketing strategies. 3. Ability to implement the extended marketing mix for services and the strategies. 4. To evaluate the impact of consumer behaviour in making marketing decisions. 5. Understanding of sales and advertising to manage the marketing activities.
Syllabus	
Unit- I	Nature and scope of marketing, corporate orientations towards the market place, The Marketing environment and Environment scanning, Marketing information system and Marketing research, Understanding consumer and Industrial markets.
Unit- II	Market segmentation, Targeting and positioning; Product decisions - product mix, product life cycle.
Unit- III	New product development, branding and packaging decisions, Pricing methods and strategies.
Unit- IV	Promotion decisions promotion mix, advertising, sales promotion, publicity and personal selling; Channel management - selection, co-operation and conflict management, vertical marketing Implementation and systems, Organizing and implementing marketing in the Organization.
Unit- V	Evaluation and control of marketing efforts; New issues in marketing - Globalization, Consumerism, Green marketing, Legal issues.
Textbooks	1. Kotler, Philip.Marketing Management: Analysis, Planning, Implementation and Control. New Delhi, Prentice Hall of India, 1994. 2. Ramaswamy, V S and Namakumari, S. Marketing Management:Planning, Control. New Delhi, MacMillan, 1990 3. Keller, K (1998) Strategic Brand Management, Building, measuring and managing brand equity, Kogan Page, London 4. Kotler, P, Armstrong, G, Saunders, J and Wong, V, (2001), Principles of Marketing: Third European Edition, Prentice Hall, Harlow Kotler, P. and Armstrong, G. (1997) Marketing An Introduction. Fourth Edition. New Jersey. Prentince Hall International
References	1. Kotler P, Armstrong G,2008, Principles of Marketing, 9th Edition, Prentice Hall,NewDelhi 2. Gandhi J.C, 1985, Marketing –A Managerial Introduction, Tata McGraw-Hill , New Delhi 3. Davies, M. (1998) Understanding Marketing, 1st edition. Prentice Hall 4. Ellwood, I. (2002) The Essential Brand book, Kogan Page Limited
Suggested E- Resources	1. Coursera 2. CiteHR 3. Ignou

**DCC: MBA8003T Research Methodology**
First Semester
Subject: Research Methodology
Code of the Course	MBA8003T
Title of the Course	Research Methodology
Qualification level of the Course	Level 8
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory (DCC) Course for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation In Any Discipline
Co-requisites	None
Objectives of the Course	To equip the students with the basic understanding of the research methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making. It's to uncover insights that can make a real difference in your work!
Learning Outcomes	After completing this course of five units, you'll be able to: 1. Spot real-world problems that need solving through research. 2. Choose the right research approach and techniques for your specific needs. 3. Understand how to make perfect sample to represent your targeted population. 4. Doing survey and extracting information 5. Understand how choose proper statistical techniques analyse your data. 6. Idea of multivariate analysis and other software tools 7. Turning raw data into complete conclusive reports with suggestion and findings
Syllabus
Unit- I	Nature and Scope of Research Methodology; Problem Formulation and Statement of Research Objectives, Structure of Research. Research Process; Research Designs - Exploratory, Descriptive and Experimental Research Design.
Unit- II	Sampling Design, Sampling Methods, Methods of Data Collection – Qualitative and Quatitative Methods, Review of Literature, Instrument Designing- Questionnaire Format and Question Composition, Individual Question Content, Question Order, Form and Layout, Pilot Testing of the Questionnaire.
Unit- III	Selecting an Appropriate Statistical Technique, Hypothesis testing, Type I, Type II error. Parametric and non-parametric tests. Parametric: t-test, f-test, Z-test. Non - parametric tests: Run test, KW test, Mann Whitney U Test.
Unit- IV	Multivariate Analysis: Introductory Framework, Use of SPSS and other statistical Software Packages (elementary idea only) Practical Example of Case Study Method.
Unit- V	Data Interpretation and Report Writing: Introduction, Data interpretation, Research Report, Modus Operandi of Writing a Market Research Report, Structure and Layout of the Report, Revising and Finalizing the Research Report, Responsibilities of a Market Research Report Writer, Presentation of the Report.
Textbooks	1. Andrews, F.M. and S.B. Withey Social Indicators of Well Being, Plenum Press,NY,1976 2. Bennet, Roger: Management Research, I LO, 1 983 3. Fowler,FloydJ.Jr., Survey Methods, 2" ed., Sage Pub., 1993 4. Fox, J.A.and P.E. Tracy: Randomized Response: A Method of Sensitive Surveys, Sage Pub., 1986
References	1. Gupta,S.P. Statistical Methods, 30" ed,, Sultan Chand,New Delhi,2001 2. Golden,-Biddle,Koren and Karen D.Locke: Composing Qualitative Research, Sage Pub., 1997 3. Salkind, Neilj. Exploring Research, 3rd ed., Prentice-Hail, NJ, 1997
Suggested E- Resources	https://www.academia.edu/43821533/Research_Methodology_by_C_R_Kothari https://mfs.mkcl.org/images/ebook/Fundamental%20of%20Research%20Methodology%20and%20Statistics%20by%20Yogesh%20Kumar%20Singh.pdf

DCC: MBA8004T Accounting for Managers	
First Semester	
Subject: Accounting for Managers	
Code of the Course	MBA8004T
Title of the Course	Accounting for Managers
Qualification level of the Course	Level 8
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory (DCC) Course for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation In Any Discipline
Co-requisites	None
Objectives of the Course	The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning & decision making in management
Learning Outcomes	1. To understand meaning and Definition of Accounting, Parties or Users interested in Accounting, Branches of Accounting, Meaning and Definition of Management Accounting, Distinction between Management Accounting and Financial Accounting. Accounting Concepts and Conventions. 2. To know Basic Accounting terminologies, Classification of Accounts, Meaning of Journal, Writing of Journal Entries. Secondary Books of Accounting, Preparation of Trial Balance. Elementary knowledge of preparation of financial statement. 3. To Understand Financial statements and Annual Reports, Accounting Standards, Financial Statement Analysis, Ratio analysis, Funds Flow Analysis, Cash Flows analysis. 4. To know Elements of Costs; Materials, Labour and Overheads (elementary idea only), Cost Sheet. Marginal costing – Cost volume profit analysis, BEP, Marginal Costing for Decision Making 5. To understand Budgetary control, Operating and Financial Budgets, Performance Budgeting, Zero-Base Budgeting; Flexible Budgets. Standard Costing – Materials Cost and Labour cost variances only.I4
Syllabus	
Unit- I	Meaning and Definition of Accounting, Parties or Users interested in Accounting, Branches of Accounting, Meaning and Definition of Management Accounting, Distinction between Management Accounting and Financial Accounting. Accounting Concepts and Conventions.
Unit- II	Basic Accounting terminologies, Classification of Accounts, Meaning of Journal, Writing of Journal Entries. Secondary Books of Accounting, Preparation of Trial Balance. Elementary knowledge of preparation of financial statement.
Unit- III	Understanding Financial statements and Annual Reports, Accounting Standards, Financial Statement Analysis, Ratio analysis, Funds Flow Analysis, Cash Flows analysis.
Unit- IV	Elements of Costs; Materials, Labour and Overheads (elementary idea only), Cost Sheet.Marginal costing – Cost volume profit analysis, BEP, Marginal Costing for Decision Making.
Unit- V	Budgetary control, Operating and Financial Budgets, Performance Budgeting, Zero-Base Budgeting; Flexible Budgets. Standard Costing – Materials Cost and Labour cost variances only
Textbooks	1. Anthony R N and Reece J S. Accounting Principles, 6th ed., Homewood, Illinois, Richard D. Irwin, 1995. 2. Bhattacharya S K and Dearden J. Accounting for Management Text and Cases. New Delhi, Vikas, 1996. 3. Heitger, L E and Matulich, Serge. Financial Accounting.New York, Mc-Graw Hill, 1990.
References	1. Hingorani, N L. and Ramanathan, A R. Management Accounting. 5th ed., New Delhi, Sultan Chand, 1992. 2. Horngren, Charles etc. Principles of Financial and Management Accounting.Englewood Cliffs, New Jersey, Prentice Hall Inc., 1994. 3. Vij, Madhu. Financial and Management Accounting.New Delhi, Anmol Publications, 1997 4. Theory & Problems in Management & Cost Accounting - Khan & Jain
Suggested E- Resources	1. AccountingTools.com 2. MIT OpenCourseWare 3. Coursera

DCC: MBA8005T Statistical Methods	
First Semester	
Subject: Statistical Methods	
Code of the Course	MBA8005T
Title of the Course	Statistical Methods
Qualification level of the Course	Level 8
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory (DCC) Course for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation In Any Discipline
Co-requisites	None
Objectives of the Course	The objective of the course is to make the students familiar with some basic statistical and linear programming techniques. The main focus, however, is in their applications in business decision making.
Learning Outcomes	1.To understand the Application of Statistics in Business & Management, Basic Concepts of Statistical Studies: Population, Variable and Parameter, Sample; Classification of Data; Diagrammatic & Graphical Presentation of Data: Bar Diagram, Histogram, Pie – Diagram, Frequency Polygons, and Ogives. 2. To know the various Measures of Central Tendency: Arithmetic Mean, Weighted Mean, Median and Mode. Index Numbers: Concept & Applications To calculate & interpret Measures of Dispersion: Range, Average Deviation. Standard Deviation, Variance and Coefficient of Variation 3.To understand various Forecasting Techniques: Simple Correlation & Regression Analysis, Time Series Analysis- Trend Analysis, Cyclical Analysis, Seasonal Analysis, Irregular Variation 4.To understand basic concept of Probability Theories, Concepts, Addition & Multiplication Theorems, Probability Distributions: Binomial Poisson, Normal and Exponential
Syllabus	
Unit- I	Introduction: Application of Statistics in Business & Management; Basic Concepts of Statistical Studies: Population, Variable and Parameter, Sample; Classification of Data; Diagrammatic & Graphical Presentation of Data: Bar Diagram, Histogram, Pie – Diagram, Frequency Polygons, and Ogives.
Unit- II	Summary Statistics: Measures of Central Tendency: Arithmetic Mean, Weighted Mean, Median and Mode. Index Numbers: Concept &Applications.
Unit- III	Measures of Dispersion: Range, Average Deviation. Standard Deviation, Variance and Coefficient of Variation.
Unit- IV	Forecasting Techniques: Simple Correlation & Regression Analysis, Time Series Analysis- Trend Analysis, Cyclical Analysis, Seasonal Analysis, Irregular Variation.
Unit- V	Probability: Introduction of Probability Theories, Concepts, Addition & Multiplication Theorems, Probability Distributions: Binomial Poisson, Normal and Exponential
Textbooks	1. Chadha, N. K. Statistics for Behavioral and Social Scientists, Reliance Publishing House, Delhi,1996 2.Gupta, S P and Gupta M P. Business Statistics. New Delhi, Sultan Chand, 1997 3. Kazmier, L J and Pohl, N F. Basic Statistics for Business and Economics. New York, McGraw Hill, 1988. 4. Levin Richard I and Rubin David S. Statistics for Management. New Jersey, Prentice Hall Inc., 1995. 5. Terry, Sineich. Business Statistics by Examples. London, Collier Mac Millian Publishers.
References	Statistics for managerial Problem Solving, Vardeman, PWS. Modern Applied Statistics with S-Plus, Venables, Ripley, 3rd, Springer. Modern Applied Statistics
Suggested E- Resources	1. Khan Academy's YouTube Channel: Khan Academy Statistics 2. MIT Open Course Ware YouTube Channel: MIT OCW 3. Stat Quest with Josh Starmer: Stat Quest

SEMESTER – II

Level	Sem	Course Type	Course Code	Course Title	Delivery Type	Total Hours	Credit	Internal Assessment	Credit	M.M.	EoS Exam	M.M.
8	II	DCC	MBA8006T	Human Resource Management	L	T	-	60	4	20	80	100
			MBA8007T	Managerial Skill Development	L	T	-	60	4	20	80	100
			MBA8008T	Production and Operation Management	L	T	-	60	4	20	80	100
			MBA8009T	Financial Management	L	T	-	60	4	20	80	100
			MBA8010T	Quantitative Methods	L	T	-	60	4	20	80	100
		GEC-I	MBA8100T	Environment Management	L	T	-	60	4	20	80	100
			MBA8101T	Indian Ethos								
			MBA8103T	Fundamental of E-Commerce								
			MBA8104T	Knowledge Management System								

DCC: MBA8006T Human Resource Management	
Second Semester	
Subject: Human Resource Management	
Code of the Course:	MBA8006T
Title of the Course	Human Resource Management
Qualification level of the Course	Level 8
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory (DCC) Course for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	In a complex world of industry and business, organizational efficiency is largely dependent on the contribution made by the members of the Organization. The Objectives of this course is to sensitize students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management.
Syllabus	
Unit- I	Concepts and Perspectives on Human Resource Management; Human Resource Management in a Changing Environment. Corporate Objectives and Human Resource Planning; HR Structure and strategy.
Unit- II	Recruitment and selection; Manpower planning; Job Analysis and Role Description; Methods of Manpower Search; Attracting and Selecting Human Resources, Induction and Socialization; Career Planning, Succession Planning.
Unit- III	Manpower Training and Development - design and evaluation of T & D Programs; Performance Appraisal and Potential Evaluation; Retirement and other separation processes.
Unit- IV	FINANCIAL COMPENSATION, PRODUCTIVITY AND MORALE: - Principal Compensation Issues & Management – Job Evaluation ,Productivity, Employee Morale And Motivation; Stress Management and Quality of Work Life
Unit- V	Industrial Relations & Trade Unions; Dispute Resolution & Grievance Management; Employee Empowerment; workers and managerial decision making; collective bargaining.
Textbooks	1. Aswathappa, K. Human Resource and Personnel Management Tata McGraw Hill, New Delhi, 1997 2. De Cenzo, D A & Robbins S P. Human Resource Management.5th ed., New York, John Wiley, 1994. 3. Guy, V & Mattock J. The New International Manager. London, Kogan Page, 1993. 4. Holloway, J. ed. Performance Measurement and Evaluation. New Delhi, Page, 1995. 5. Monappa, A. &Saiyadain M. Personnel Management. 2nd ed., New Delhi, Tata McGraw-Hill, 1966. 6. Stone, Lloyed and Leslie W. Rue, Human Resource and Personnel Management Richard D. Irwin, Illinois, 1984.
References	1. Human Resource Management - Dr. C.B. Gupta - Sultan and Sons. 2. Personnel & Human Resource Management - P. Subba Rao - Himalaya Publishing House. 3. Personnel Management & Human Resources - C.S. Venkata Rathnam & B.K. Srivastava. TMPL. 4. Human Resource Management: Pattanayak pH 1.2002
Suggested E- Resources	1. Coursera 2. LinkedIn Learning 3. Skillshare 4. Hardvard Online Learning

DCC: MBA8007T Managerial Skill Development	
Second Semester	
Subject: Managerial Skill Development	
Code of the Course	MBA8007T
Title of the Course	Managerial Skill Development
Qualification level of the Course	Level 8
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory (DCC) Course for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation In Any Discipline
Co-requisites	None
Objectives of the Course	The course is aim edate quipping the students with the necessary & techniques and skills of communication to inform others, inspire them and enlist their activity and willing cooperation in the performance of their jobs
Learning Outcomes	1. To help students understand responsibilities & functions of managers. 2. To develop an understanding of managerial principles among students. 3. To acquint students with enhanced communication skills as a mangers. 4. To develop an orientation towards business etiquettes for different business scenarios
Syllabus	
Unit- I	Importance andnatureof businesscommunication;Effective Communicationskill; Processof communication;Barriersand gate ways incommunication;Intrapersonalcommunicationand body language;Inter personalcommunicationand relationship; Leadershipskills;Team building and public speaking; Presentation skills; Case study and situational analysis
Unit- II	Dos and Don't ofBusiness writing;Commercial letters;WritingBusiness reports; Writtencommunication- 7'c of written businesscommunication, Approaches to written communication - deductive and inductive; Writing for enquiries ,Claims, invitation, reservations and orders, refusal and collection letters,salesletters,resume writingand recommendation letters;Report writing- longandshort businessreportsandbusinessproposal.
Unit- III	Feelings-types andstepsto deal withcomplexfeelings; Assertivenessand confidence building;Body language-roleof differentpartsof the body in communication;Non verbalbehavior;Conflict-typesand resolutions; Emotions- emotional empathy and emotional intelligence
Unit- IV	Techniques for personality development (a) self confidence(b) mnemonics goal settings(d) timemanagement(e) effective planning(f) stress management
Unit- V	Developing an understanding of socialetiquettes; Dressingfor interview-do'sanddon'tsformenandwomen;Dressingfor office-do'sanddon'tsfor men and women; Dining etiquettes; Telephone and email etiquettes; Ethical dilemmas- code of conduct
Textbooks	1. Bowman,JoelPandBranchaw,BernadineP."Business Communication: From Process to Product". 1987. 2. Dryden Press, Chicago. Hach,Richard."CommunicatinginBusiness".1977ScienceResearch Associates, Chicago.
References	1. Stewart, R. (1967). Managers and Their Jobs. London: Macmillan. 2. Pondy, L. R. (1978). "Leadership Is a Language Game," in M. W. McCall, Jr. and M. M. Lombardo (eds.), Leadership: Where Else Can We Go? Durham, NC: Duke University Press. 3. Jennifer M. George. 2000. "Emotions and leadership: The role of emotional intelligence." Human Relations, 53, 1027-1055.
Suggested E- Resources	https://www.newyorker.com/magazine/2010/09/20/the-face-of-facebook, * https://www.computerworld.com/article/3191077/security/what-is-blockchain-the-most-disruptive-tech-in-decades.html;, * https://www.gartner.com/smarterwithgartner/gartner-top-10-strategic-technology-trends-for-2018/, https://www.bloomberg.com/news/articles/2018-03-06/china-s-economy-is-set-to-overtake-combined-euro-area-this-year
DCC: MBA8008T Production & Operation Management	

	Second Semester
Subject: Production & Operation Management
Code of the Course	MBA8008T
Title of the Course	Production & Operation Management
Qualification level of the Course	Level 8
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory (DCC) Course for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation In Any Discipline
Co-requisites	None
Objectives of the Course	The objective of this course is to provide detailed understanding and knowledge about how production and operations management functions in the industry adding value to the business
Learning Outcomes	By the end of this course, the student is able to: 1. Understand the basics and fundamentals of production and operations management. 2. Understand the roles and responsibilities of various functions and their inter-dependency 3. Gain insights about various tools and techniques of POM adopted by the businesses optimally. 4. Comprehend the significance of SCM with POM 5. Understand about the various quality standards and industrial safety essential for organization 6. Understand role of AI in Operations management 7. Gain insights about the significance of digitalization in POM for improved productivity.
Syllabus
Unit- I	Nature and Scope of Production and Operations Management Decisions, Types of Manufacturing Systems, Productivity, Challenges in Operations Management, Operations Strategy
Unit- II	Production Planning and Control: An Overview Facilities Location, Location Planning, Facilities Layout (a) Capacity Planning, Aggregate Planning (b)Master Production Scheduling(c) MRP. Role of information technology in operations management.
Unit- III	Work Study, Methods Study, Work Measurement, Performance Rating and computation of Standard Time, Maintenance Management, Industrial Safety, Supply Chain Management, PERT/CPM. Importance of digitalization in continuous production system.
Unit- IV	Material Management: An Overview; Material Handling Equipment, Assembly Line Balancing, Line Balancing Problems, Line Balancing Approaches, Operation Decision, MRP, Purchasing and Store Management, Inventory Control and Budgeting. Artificial Intelligence in operations management.
Unit- V	Concept of Quality and Quality Assurance, Statistical Process Control (Acceptance Samplings), ISO, 9000, Total Quality Management (TQM), Six Sigma, Lean Management.
Textbooks	1. e J. Krajewski Le, K. Malhotra Manoj, P. Ritzman Larry & K. Srivastava Samir (2018). Operations Management, Pearson 2. Jacobs, Robert F., Chase, Richard B. and Shankar, Ravi (2023), Operations and Supply Chain Management. 17th Edition. MacGraw Hill 3. Heizer, Jay, Render, Barry and Munson, Chuck (2023), Principles of Operations Management: Sustainability and Supply Chain Management, Global Edition, Pearson, 12th Edition 4. Starr, Martin K. and Gupta, Sushil K. (2019), The Routledge Companion to Production And Operations Management, Taylor & Francis.
References	1. Telsang, Martand T (2018) Industrial Engineering And Production Management, S. Chand Publishing 2. Mathien, Lorena D. (2021), Basics of Operations Management, Cognella, Inc 3. Bhattacharya Subimal, Operations Management, PHI Learning 4. G. Mike (2017), Productions and Service Operations Management: A Compact Overview, GRIN Verlag
Suggested E- Resources	https://www.researchgate.net/publication/ https://www.mdpi.com/ https://papers.ssrn.com/ https://www.linkedin.com/ Udemy

DCC: MBA8009T Financial Management	
Second Semester	
Subject: Financial Management	
Code of the Course	MBA8009T
Title of the Course	Financial Management
Qualification level of the Course	Level 8
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory (DCC) Course for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation In Any Discipline
Co-requisites	None
Objectives of the Course	This paper will help students to equip with the theories, concepts and techniques that can be applied to corporate decision making whether they are strategic, analytical or simply routine decisions a financial manager faces everyday
Learning Outcomes	The student will be able to understand- 1. Different types of concept in Time value of money 2. Particular Cost of Capital of different sources 3. Importance of WACC in Financing decision 4. Importance of Leverages 5. Knowledge of Optimum Capital structure and significance of it in decision making 6. Analysis of risk in Capital Budgeting 7. knowledge of short term and long term investment avenues
Syllabus	
Unit- I	Financial Management: meaning, objectives, finance functions, Time Value of Money; Instruments of Financing, Cost of Different Sources of Raising Capital, Weighted Average Cost of Capital.
Unit- II	Operating and Financial Leverage, Valuation and Capital Structure, Decisions, Capital structure Theories, Optimum Capital Structure, Economic Value Added.
Unit- III	Internal Financing and Dividend Policy, Dividend Models, Leasing: concept, types and financial evaluation of Leasing.
Unit- IV	Capital Budgeting, Methods of Capital Budgeting, Analysis of Risk in Capital Budgeting, Use of Excel for Financial Decision Making.
Unit- V	Working Capital Concept, Nature and scope, Determinants of Working Capital, Instruments of Short-term Financing - Management of Working Capital, Cash, Receivable and Inventory Management.
Textbooks	1. Bhalla, V K. Financial Management and Policy. 2" ed., New Delhi, Anmol, 1998. 2. Khan Jain Financial Management. Tata McGrow Hill 3. Pandey, IM. Financial Management. Pearson Publication
References	Fundamentals of financial Management by Dr. S. N. Maheshweri (Sulchand Publishing), Fundamentals of Financial Management by Prof. A.P. Rao (Everest Publishing), Basic of Financial Management by Dr. Satish M. Inamdar (Himalaya Publishing)
Suggested E- Resources	https://nptel.ac.in/courses/110105156, https://onlinecourses.swayam2.ac.in/cec24_mg07/preview

DCC: MBA8010T Quantitative Methods

Subject: Quantitative Methods	
Code of the Course	MBA8010T
Title of the Course	Quantitative Methods
Qualification level of the Course	Level 8
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory (DCC) Course for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation In Any Discipline
Co-requisites	None
Objectives of the Course	The objective of the course is to make the students familiar with some basic quantitative techniques and linear programming techniques. The main focus, however, is in their applications in business decision making.
Learning Outcomes	1. To understand Matrices and their Application, Markov's Analysis, Functions and Progressing of Business applications. 2. To know the concept of PERT- CPM, Inventory Control, Monte Carlo Simulation. 3. To learn the concept of Transportation Problems, Assignment Problems. 4.To understand the concept of Decision theory, games theory. 5.To understand the Linear Programming, LLP Solutions, LLP Graphical
Syllabus	
Unit- I	Matrices and their Application, Markov's Analysis, Functions and Progressing of Business applications.
Unit- II	Linear Programming: Introduction of Operations Research, Scope and Models in Operations Research Introduction of Linear Programming, Formulation of LLP, Solutions of LLP-Graphical Methods & Simplex Procedure, Duality.
Unit- III	Introduction of Transportation Problems, Procedure of Finding optimal solution, Assignment Problem & its solution.
Unit- IV	Decision Theory: Introduction of Decision Theory, Decision Environments, Decision making under Risk- EMV & EOL Decision making under Uncertainty- Maximax, Maximin, Minimax, Regret & Laplace Criterion. Games Theory- 2 *2 zero sum game with dominance – Pure Strategy and Mixed Strategy.
Unit- V	PERT - CPM, Inventory control. Monte Carlo Simulation (Elementary idea only)
Textbooks	1. Narang ,A S. *Linear Programming And Decision Making* . New Delhi , Sultan Chand,1995. 2. Sharma , J.K. *Fundamentals of Operation research* ,Machmillan, New Delhi,2001 3. *Quantitative Techniques* –N.D. Vohra
References	1. Budnik, Frank S., Dennis Mcleavey, Richard Mojena Principles of Operation Research, 2nd ed., Richard Irwin, lllinois-All India Traveller Bookseller, New Delhi, l995 2. Gould, F J. etc. Introduction to Management Science. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1993 3. Mathur, K and Solow, D. Management Science. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1994. 4. Narag A S. Linear Programming and Decision Making. New Delhi, Sultan Chand, 1995.
Suggested E-Resources	1.Analytics Vidhya 2.Data camp

GEC – I : MBA8100T Environment Management

	Second Semester	
	Subject: Environment Management	
Code of the Course	MBA8100T	
Title of the Course	Environment Management	
Qualification level of the Course	Level 8	
Credit of the Course	4	
Type of the Course	Generic Elective Course for MBA(E-Commerce)	
Delivery type of the Course	60 Hours	
Prerequisites	Graduation In Any Discipline	
Co-requisites	None	
Objectives of the Course	The specific objective is to infuse environmental concepts in all the functional area of business management.	
Learning Outcomes	After studying this course, students should be able to: 1. Provide definitions of environment, management, systems and organizations in relation to environmental management. 2. Describe organizations as systems and their role in environmental management 3. Understand the usefulness of systems thinking in relation to environmental management in organizations Explain how environmental management can be used as environmental protection and how organizations can define and manage risk.	
	Syllabus	
Unit- I	Environmental Management: Fundamentals-Sustainable Development, Implications of human population growth, Limits to growth, Environment and Business Schools; Energy Management: Fundamentals -Fossil Fuels use, Energy production and trade, Energy Balance	
Unit- II	Ecosystem Concepts: Basic Concepts and their application in Business, Industrial Ecology and Recycling Industry; Environmental Management System: EMS Standards, ISO 14000.	
Unit- III	Environmental Management & valuation: Environmental Auditing. Clearance/Permissions for establishing industry Environmental Accounting, Economics - Environmental Taxes Shifts, Green Funding, Corporate Mergers.	
Unit- IV	Environmental Management Trade and Environmental Management, Debt and Environment, GATT / WTO Provisions, Green funding, Environmental Laws: Acts, Patents, IPRS, Role of NGO'S, PIL.	
Unit- V	Pollution & Waste Management - Air, Water, Land Pollution, Trade in Wastes; Water, Forest & Biodiversity Management: Water Resources, Dams and their role; Forest products and Trade. Role of Biodiversity in International Trade; Approaches to Corporate Ethics; Bio-ethics, Environmental ethics.	
Textbooks	1. Uberoi, N.K.; Environmental Management, Excel Books, A-45, Naraina Phase-1, New Delhi, 2000. 2. Pandey, G.N.: Environmental Management, Vikas Publishing House New Delhi,1997 3. Gupta, N. Dass: Environmental Accounting, Wheeler Publishing, 19, K.G. Marg, New Delhi, 1997 4. Mohanty, S.K.: Environment & Pollution Law Manual, Universal Law Publishing, G.T. Karnal Road, New Delhi,1996 5. Harley, Nick : Environmental Economics, MacMillan India Ltd., Ansari Road, New Delhi,1997 Kolstad, Charles D.: Environmental Economics, Oxford University Press, 2000	
References	1. N.K. Oberoi - Environmental Management, Excell Books. 2. K.M. Agrawal & P.K. Sikdar - Text Book of Environment, Macmillan. L.W. Canter - Environmental Impact Assessment, Tata McGraw Hill.	
Suggested E-Resources	1. Environment Studies Articles and Publications. 2. Environmental Science, Policy and Management. 3. Environmental Science News 4. Environment Articles and Videos.	

GEC – I : MBA8101T Indian Ethos	
Second Semester	
Subject: Indian Ethos	
Code of the Course	MBA8101T
Title of the Course	Indian Ethos
Qualification level of the Course	Level 8
Credit of the Course	4
Type of the Course	Generic Elective Course for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation In Any Discipline
Co-requisites	None
Objectives of the Course	The objective is to integrate ancient wisdom and ethical principles into modern business practices to achieve holistic and sustainable development.

Learning Outcomes	Students will learn:
	    1. The significance of Indian ethos and values in managerial decision-making and exhibit value-cantered leadership.
	    2. To create a stress-free environment at the workplace by improving inner capacity to perform better.
	    3.Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviours & act with integrity.
	Execute ethical behaviour at the workplace and society at large.

Syllabus	
Unit- I	Model of Management in the Indian Socio-Political Environment; Work Ethos; Indian Heritage in Production and Consumption.
Unit- II	Indian Insight into TQM; Problems Relating to Stress in Corporate.Management - Indian Perspective; Teaching Ethics.
Unit- III	Relevance of Values in Management, Trans-cultural Human Values in Management Education, Need for Values in Global Change – Indian Perspective
Unit- IV	Values for Managers; Holistic Approach for Managers in Decision Making; Secular Versus Spiritual Values in Management.
Unit- V	Personal Growth and Lessons from Ancient Indian Educational System; Science and Human Values.

Textbooks	1. Chakraborty, S.K.: Foundations of Managerial Work - Contributions from Indian Thought.
	    2. Himalaya Publishing House Delhi 1998
	    3. Management Effectiveness and Quality of Work-life - Indian Insights, Tata
	    4. McGraw Hill Publishing Company, New Delhi.1987
	Management by Values, Oxford University Press,1991

References	1. Drucker, P: Managing in Turbulent Times, Pan Books London 1983
	    2. Kumar, S and N.K. Uberoi: Managing Secularism in the New Millennium, Excel Books 2000
	    3. Griffiths, B. The Marriage of East and West, Coiling, London 1985
	    4. Gandhi, M.K.: The Story of My Experiment with Truth, Navjivan Publishing House, Ahmedabad, 1972 .

Suggested E-Resources	1. Coursera
	    2. LinkedIn Learning
	    3. Skillshare
	    4. Hardvard Online Learning

GEC – I : MBA8103T Fundamental of E-Commerce	
Second Semester	
Subject: Fundamental of E-Commerce	
Code of the Course	MBA8103T
Title of the Course	Fundamental of E-Commerce
Qualification level of the Course	Level 8
Credit of the Course	4
Type of the Course	Generic Elective Course for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation In Any Discipline
Co-requisites	None
Objectives of the Course	The objective of this paper is to educate the learner about e-Commerce concepts along with applications and its structure in India, so students can understand fundamental, security issues and measures for E-Commerce and its related applications.
Learning Outcomes	The students will be able to: 1. Understand the concept of E-Commerce 2. Know the Characteristics of E-Commerce 3. Explain the functions of E-Commerce 4. Define the scope of E-Commerce 5. Recognize the benefits and limitations of e-commerce 6. E-Commerce models and strategies 7. Understand the Ecommerce Architecture and web page formatting Identify E-Commerce opportunities and challenges
Syllabus	
Unit- I	Introduction to E-Commerce E-Commerce – Introduction, Definition, Scope, Internet commerce v/s E-Commerce, Electronic Commerce-Market – Trade Cycle, Electric Data Interchange, Forces fuelling Ecommerce, E-Commerce Functions, Challenges to traditional methods, E-commerce industry framework,Types of E-commerce, Scope and limitations of e-commerce.
Unit- II	E-Commerce Architecture Internet and Its role in e-commerce, Internet Service Provider and Internet Access Provider, Procedure of registering Internet, Domain, establishing connectivity to Internet, Tools and services of Internet, Internet v/s online services, Procedure of opening e-mail accounts on Internet, on line payments. Web system architecture: Introduction to HTML, HTTP and HTTPS, Web page formatting with text, image, links, tables, frames and form.
Unit- III	E-Commerce Models and Payment System Classification of E-Commerce practices, Different models (B2B, B2C, C2C, G2B, and B2G etc) of Ecommerce and their functions, Ethical and Legal issues in EC models, Indian scenario for Taxation in E- Commerce, Cross border obstructions in EC. Electronic Money and Online Payment Methods: Card Money, Virtual Money, Payment Transfer methods.
Unit- IV	E-Commerce Applications Manufacturing & Marketing Applications, Retail & Wholesale Applications, Entertainment & Games Applications, Finance & Banking Applications, Auction & Bid Applications, Education & Publishing Applications.
Unit- V	Business Strategies for E-Commerce Value Chain, competitive Strategy and advantages, Business Strategy – B2B and B2C, B2BInter organizational transactions, EDI, Benefits, Technology, Standards, Security, on line business, B2C – Consumer transaction, e-shop Internet. Security strategies of EC: Authentication and Authorization in EC, Threats-Frauds and scams in EC, Secure customer services
Textbooks	1. Computer Today - S.Bansundara 2. E-Commerce: The Cutting Edge of Business - Bajaj and Nag , Tata Mc Graw Hill 3. E-Commerce Concepts Models & Strategies – C.S.V.Murthy, Himalaya Publication. 4. E-Commerce – Mathew Rergnolds, Wrox publication Communication 5. Global Electronic Commerce- Theory and Case Studies J Christopher Westland, H K Clark- University Press 6. E-Commerce – an Indian perspective – P T Joseph – Prentice Hall, 2/e,2005

References	1. Jaiswal S., E-Commerce
	2. Mohammad MahmoudiMaymand, E-Commerce
	3. Murthy C.S.V., E-Commerce - Concepts, Models and Strategies
Suggested E-Resources	1. Shopify Blog
	2. BigCommerce Blog
	3. Practical Ecommerce
	4. HubSpot E-commerce Blog

GEC – I : MBA8104T Knowledge Management System	
Second Semester	
Subject: Knowledge Management System	
Code of the Course	MBA8104T
Title of the Course	Knowledge Management System
Qualification level of the Course	Level 8
Credit of the Course	4
Type of the Course	Generic Elective Course for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation In Any Discipline
Co-requisites	None
Objectives of the Course	To impart knowledge on the various elements of knowledge and to make the students familiarize with principles and process involved in knowledge creation.
Learning Outcomes	At the end of the programme, Student will able to: 1. To analyze various concepts in knowledge. 2. To analyze knowledge in infrastructure. 3. To discuss the various levels in knowledge sharing. 4. To examine the knowledge management Metrics. 5. To analyze the recent trends in Knowledge Management.
Syllabus	
Unit- I	Basic Concepts of Knowledge Management Definition of KM, Objectives of KM, Activities of KM, Effective Presentation & Language of KM, Scientific Management v/s Knowledge Management
Unit- II	KM – Systems Dimension Introduction –Technical perspectives on KM - Internet – Intranet - & World Wide Web - Virtual Communications & relationships. - Multimedia Technology – Software Technology Building Technical infrastructure of KM.
Unit- III	KM – The People Dimension People management policies & practices in the knowledge environment. - Motivating & rewarding workers. - Recruitment, retention & planning, etc in a knowledge environment. - Impact of KM on managers. - Team work in a knowledge environment.
Unit- IV	KM – Organizational Dimension Cultural Aspects, learning effects, process model- New organizational forms in the knowledge economy. Identifying knowledge resources – knowledge audits –ideas of holistic KMS. Management & knowledge economy.
Unit- V	KM – Tools and Techniques DIKW Model and Its application in knowledge management, Knowledge processing, Information Systems in KM, Tools to access and extract knowledge - WEB, BLOG, TAG, WIKI. Techniques for knowledge management – GDSS (Group Decision Support System), CBRS (Case Based Reasoning System), Search Engine and Artificial Neural networks.
Textbooks	1. Madanmohan Rao, Knowledge Management Tools and Techniques, Routledge 2012. 2. Jennex Murray, Knowledge Management: Concepts, Methodologies, Tools, and Applications, IGI Global, 2008. 3. Schwartz, David: Encyclopedia of Knowledge Management, IGI
References	1. Frances Horibe, MANAGING KNOWLEDGE WORKERS, John Wiley & Sons 2. Fernandez & Leidner, KNOWLEDGE MANAGEMENT, PHI Learning, New Delhi, 2008. Mruthyunjaya, KNOWLEDGE MANAGEMENT, PHI Learning, New Delhi, 2011.
Suggested E-Resources	1. International Association for Knowledge Management (IAKM) 2. Knowledge & Information Professional Association (KIPA) Proceedings of the the 11th International Knowledge Management in Organizations Conference on the Changing Face of Knowledge Management Impacting Society by Lorna Uden (Editor)

SEMESTER - III

Level	Sem.	Course Type	Course Code	Course Title	Delivery Type			Total Hours	Credit	Internal Assessment	EoS Exam	M.M
					L	T	P					
9	III	DCC	MBA9011T	IT & MIS	L	T	-	60	4	20	80	100
			MBA9012T	Business Policy & Strategic Management	L	T		60	4	20	80	100
		DSE-I	MBA9173T	Managing E-Channels	L	T	-	60	4	20	80	100
			MBA9174T	Internet Programming for e-Business/e-Commerce	L	T	-	60	4	20	80	100
		DSE-II	MBA9175T	E-Commerce Progression	L	T	-	60	4	20	80	100
			MBA9176T	Information & Network Security	L	T	-	60	4	20	80	100
		DSE-III	MBA9177T	E-Advertising	L	T	-	60	4	20	80	100
			MBA9178T	Business Analytics	L	T	-	60	4	20	80	100
		GEC-II	MBA9106T	Personality Development	L	T	-	60	4	20	80	100
			MBA9107T	Entrepreneurship Development	L	T	-	60	4	20	80	100
			MBA9108T	Marketing of Services	L	T	-	60	4	20	80	100
			MBA9109T	Warehouse Management & Data Mining	L	T	-	60	4	20	80	100

DCC: MBA9011T IT & MIS	
Third Semester	
Subject: IT & MIS	
Code of the Course	MBA9011T
Title of the Course	IT & MIS
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory (DCC) Course for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	The objective of the course is to develop the basic understanding basics of computer, MS Word, MS Excel, MS Power point and decision support system of the Artificial Intelligence for Business Organization
Learning Outcomes	1. To enable students' importance of information system in decision making. 2. To understand application of MIS in organizational ERP. 3. To apply technical alternatives in business. 4. Analyse how information systems and technologies impact a firm in terms of value creation and providing strategic advantage for a firm.
Syllabus	
Unit- I	Introduction to computer : hardware, software and firmware, MS word Introduction: Creating, saving word document, applying different formatting techniques and displaying different views, MS Excel Introduction: Concept of worksheet and workbook, understanding formula and functions, MS Power point saving power point presentation using different templates.
Unit- II	Management Information System: Definitions - Basic Concepts, Frameworks, and System Development Methodologies - Life Cycle and Prototype approach. Types of Information Systems. - TPS, MIS, DSS, KWS, OAS, experts system: evaluation and control of information systems.
Unit- III	Data Base Management system: Sources of data - data file environment, problem solving, decision making, data models, data mining, and elementary idea about RDBMS. Simon's model in information system design, Simulation technique
Unit- IV	Decision Support System - An Overview: Relevance, scope, characteristics and capabilities, Components, Classification of DSS User Interface graphics menus - Forms, DSS tools - DSS generators, Specific DSS, Constructing a DSS: Steps in designing DSS, GDSS: Introduction & Applications.
Unit- V	Application of Information System in Marketing, Production, Finance, Inventory and HR, Enterprise Resource Planning, Business Process reengineering, Gaming.
Textbooks	1. Keen, Peter G.W.: Decision Support System an Organisational Perspective Addison- Wesley Pub, 2. Theierauff, Robert J. Decision Support System for-effective planning - - Prentice Hall - 1982
References	1. Stephen Haag, Amy Philips, Business Driven Technology, McGraw Hill, 2. EfraimTurban, Dorothy Leidner, Ephraim McLean and James Wetherb, Information Technology for Management: Transforming Organizations in Digital Economy, Wiley Publishers. 3. Raymond McLeod and George P. Schell, Management Information systems, Pearson 10 th Edition, 4. Krober, Donald W., and Hugh.J. Watson Computer Based Information System Newyork, 1984 18 18 DavisL, Michael W. A management approach - Macmillan Publishing Company, Prentice Hali, New Jersey, 1988. 5. Andrew P. Decision Support System Engineering, Sage, John Wiley & Sons, New York, 1991.
Suggested E- Resources	1. https://jgateplus.com/home/tag/open-access/, 2. https://www.springeropen.com/journals, 3. https://shodhganga.inflibnet.ac.in/simple-search

DCC: MBA9012T Business Policy & Strategic Management	
Third Semester	
Subject: Business Policy & Strategic Management	
Code of the Course	MBA9012T
Title of the Course	Business Policy & Strategic Management
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory (DCC) Course for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	The Objectives of this course is to develop understanding about strategic processes and their impact on a firm.
Learning Outcomes	By the end of this course, the student should be able to: 1. Understand the basic considerations in business policies 2. Understand the functions and responsibilities of an enterprise's general management unit 3. Identify problems associated with the management of an enterprise 4. Understand the design and implementation of corporate strategies 5. Critically analyse the internal and external environments in which businesses operate and assess their significance for strategic planning. 6. Apply understanding for the theories, concepts and tools that support strategic management in organizations. 7. Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level. 8. Enhanced ability to identify strategic issues and design appropriate courses of action.
Syllabus	
Unit- I	Business and types of business, Defining strategy, Strategy and the Quest for Competitive Advantage: Military origins of strategy – Evolution - Concept and Characteristics of strategic management – Mintzerbg's 5Ps of strategy – Corporate, Business and Functional Levels of strategy - Strategic Management Process. Strategic Intent & Strategy Formulation: Vision, mission and purpose – Business definition, objectives and goals – Stakeholders in business and their roles in strategic management - Corporate Social Responsibility, Ethical and Social Considerations in Strategy Development, Strategic management in Indian Scenario.
Unit- II	Strategic analysis: Analyzing Company' s Resources and Competitive Position - Organizational Capability Profile – Strategic Advantage Profile – Core Competence - Distinctive competitiveness. Analyzing Company' s External Environment: Environmental appraisal – Scenario planning – Preparing an Environmental Threat and Opportunity Profile (ETOP) – Industry Analysis - Porter's Five Forces Model of competition.
Unit- III	Corporate Portfolio Analysis: Business Portfolio Analysis - 19 19 Synergy and Dysergy - BCG Matrix – GE 9 Cell Model - Concept of Stretch, Leverage and fit 6. Generic Competitive Strategies: Low cost, Differentiation, Focus. . Grand Strategies: Stability, Growth (Diversification Strategies, Vertical Integration Strategies, Mergers, Acquisition & Takeover Strategies, Strategic Alliances & Collaborative Partnerships), Retrenchment, Outsourcing Strategies. Tailoring strategy to fit specific industry – Life Cycle Analysis - Emerging, Growing, Mature& Declining Industries.
Unit- IV	Strategy implementation - Project implementation – Procedural implementation – Resource Allocation – Organization Structure – Matching structure and strategy, Behavioural issues in

	implementation – Corporate culture – Mc Kinsey' s 7s Framework - Concepts of Learning Organization . Functional issues – Functional plans and policies – Financial, Marketing, Operations, Personnel, IT. Strategy Evaluation – Operations Control and Strategic Control - Symptoms of malfunctioning of strategy — Balanced Scorecard.
Unit- V	New Business Models and strategies for Internet Economy: Shaping characteristics of E- Commerce environment – E- Commerce Business Model and Strategies – Internet Strategies for Traditional Business – Key success factors in E- Commerce – Virtual Value Chain. Cases in strategic management: A minimum of 5 cases encompassing the above topics to be analyzed and discussed in t he class.
Textbooks	1. A Thompson Jr., A J Strickland III, J E Gamble, Crafting & Executing Strategy – The Quest for Competitive Advantage, Tata McGraw Hill, 4th ed., 2005. 2. Ranjan Das, Crafting the Strategy: Concepts and Cases in Strategic Management, Tata McGraw Hill, 2004. 3. Henry, Mintzberg, Bruce, Ahlstrand and Joseph, Lampel (1998). Strategy Safari. 31 Free Press, New York. 20 20 4. Gary, Hamel and Prahalad, C. K. (1999) . Competing for the Future. HBS Press. 5. Ed. C. A. Montgomery, M. E. Porter, Strategy – Seeking and Securing Competitive Advantage, Harvard Business Review Publications, 1991. 6. Peter F. Drucker, Managing in a Time of Great Change, Truman Talley Books / Plume Penguin Group, 1998. The list of cases and specific references including recent articles will be announced in the class at the time of launching of course.
References	1. Pearce, Robinson and Mittal, "Strategic Management, Formulation, Implementation & Control", McGraw Hill, 12th Edition. 2. Wheelen and Hunger, "Concepts in Strategic Management & Business Policy", Pearson, 13th Edition. 3. Thomson, Strickland, Gamble & Jain, "Crafting & Executing Strategy, the Quest for Competitive Advantage", McGraw Hill, 16th Edition. 4. Kazmi, "Strategic Management and Business Policy", McGraw Hill, 3rdEdition. 5. Jauch, Glueck & Gupta, "Business Policy and Strategic Management", Frank Brothers, 7th Edition.
Suggested E- Resources	1. TechTarget 2. Coursera 3. Investopedia

DSE – I : MBA9173T Managing E-Channels	
Third Semester	
Subject: Managing E-Channels	
Code of the Course	MBA9173T
Title of the Course	Managing E-Channels
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Discipline Specific Core Course (DSE) for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	The objective of this course is to gain knowledge and understanding about functioning and operations of EChannels, their market and business implications for ensuring advanced business strategy related to E-Commerce
Learning Outcomes	By the end of this course, the student is able to : 1. Understands the basics, concepts and objectives of E-Channels 2. Understand how E-business is driven with the use of latest trends & technologies 3. Learn how online traffics are managed and strengths of SEO in business optimization 4. Gains learning on significant impact of E-shopping as a driver to global economy 5. Understands various business strategies as per global market 6. Understand about the threats of e-commerce & secure payment gateways.
Syllabus	
Unit- I	Nature & Scope E Channels, Various models of E Channels, Understanding Local channel options, Partnering Marketplace Sales, Partnering Search Engines, Partnering with New Start-ups, integrating Web-stores.
Unit- II	E-business Website/ E-store Design: Choose A Domain Name, Designing Low Cost Website, The Best Web Hosting Service, Search Engine Friendly Contents, Publishing Your Web-store Online, Affiliate Networks & Sales Improvement, Selling Information's, Payment Gateway Safe & Best, Joining The Wheels With The "Shopping" Cart, Web-store's Inventory Management, Logistics & Order Fulfilment.
Unit- III	E-Behaviour and Managing Web Traffic: Understanding The Customers Mindset, Search Engine Optimization & Ranking, Get Your Retail Shop Online, Officially Launching Your E-business, and Online Vs Offline Customers: Difference & Similarities, Converting Traffic Into Sales, Online Branding & Reputation Management, and Digital Marketing Strategy.
Unit- IV	Managing Experience of E shopping: Giving The Perfect Shopping Experience, Making Your Customers A Celebrity, Stay Local Market Global, Delivery Model & Backend Automation, Online Business Web Security, Types Of Web Security & Threats, Information Security Planning, and Hacked! How To Defend & Backup, Site & Business Safety, Internet Data Security, Digital Marketing & Boosting Sales.
Unit- V	Advanced E-Commerce Business Strategies: Getting Into Global Markets, Acquiring New Customers Fastly, Adding New Products Expanding Globally, Retaining An Old Customer, Transform A Small Site Into A Million Dollar Business, Hiring Ecommerce Experts & Mentors, Listing Your Company In Stock Markets
Textbooks	1. Tiwari, B.B. and Lyall, Bobby W. (2020), E-Business Issues & Challenges of 21st Century, Allied Publishers Private Limited

	2. Singh, Rachhpal, PuriAnuja& Puri Rakesh (2015), Fundamentals, Gracious Books
	3. Tyagi, Priyanka (2020), E-Commerce for Enterpreneurs, BPB Publications
	4. Lok, John (2022), E-Commerce Organizational Management Strategies. Notion Press
References	1. Kalakota, Ravi and Robinson, Marcia (2004), eBusiness 2.0 : Roadmap for Success 2nd Edition. Pearson 2. Middleton, John (2010), Gurus on E-Business A Guide to the Worlds Thought Leaders in EBusiness. Viva Books 3. Michael , Papazoglou (2006), E-Business Organisational & Technical Foundations. 1st Edition. Wiley India Pvt. Ltd 4. Datta, Urmi and Somani, Neha (2018), E-Commerce And Business Communication, 2nd Edition. Oxford University Press
Suggested E- Resources	https://www.researchgate.net/publication/ https://www.mdpi.com/ https://papers.ssrn.com/ https://www.linkedin.com/ Udemy

DSE – I : MBA9174T Internet Programming for e-business/e-commerce	
Third Semester	
Subject: Internet Programming for e-business/e-commerce	
Code of the Course	MBA9174T
Title of the Course	Internet Programming for e-business/e-commerce
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Discipline Specific Core Course (DSE) for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	1. To describe basic Internet Protocols. 2. Explain JAVA and HTML tools for Internet programming. 3. Describe scripting languages – Java Script. 4. Explain dynamic HTML programming. 5. Explain Server Side Programming tools
Learning Outcomes	The aim of this course is to equip you with the basic skills of studying and understanding Internet programming as well as lay the foundation of the basic knowledge and tools you need to become a proficient Web content developer /administrator. Specifically, this aims to: 1. Introduce you to the concepts, features and services of the Internet 2. Explore the architecture for Web applications and the tools for building standard websites 3. explore and use various HTML tags for web development 4. Explore the relevant of XML in web development
Syllabus	
Unit- I	Programming Structure Programming concepts, Programming languages Evolution, Object Oriented Language, Java and its Characteristics, Byte Code, Concept of Client and Server side programming, Scripting Language, Markup Language
Unit- II	HTML Building Blocks HTML: Concepts and Tag Notions, Design, Site Design, Linking HTML Documents, Adding Images, audio and video, SCRIPTS: Java Scripts and VB Scripts. Theory of DHTML and CGI, XML, PHP, CSS
Unit- III	DOT NET Technologies Net Class framework, VB.Net and its relevance, ASP.Net and its appliance, Building .Net Components, ADO.Net, ASP.Net Case Study
Unit- IV	JAVA Technologies Java as OO Language, Data Type and Classes, Packages and Interface, String Handling, Applets, Standard Java Packages
Unit- V	PHP Technologies Variables, Function, and Forms, $_GET, $_POST, $_REQUEST, File Handling, File Uploads, Sessions, Cookies , Database Connectivity , File Handling, File Uploads, Sending emails.
Textbooks	1. R. Krishnamoorthy & S. Prabhu, ―Internet and Java Programming‖, New Age InternationalPublishers, 2004. 2. ThomnoA.Powell, ―The Complete Reference HTML and XHTML‖, fourth edition, TataMcGraw Hill, 2003. 3. Naughton, ―The Complete Reference – Java2‖, Tata McGraw-Hill, 3rd edition, 1999
References	1. Programming with Java, 4e, E. Balagurusamy, Tata McGraw-Hill, 2010. 2. Deitel, Deitel and Nieto, Internet and World Wide Web – How to program, Pearson Education, 2000. 3. Naughton and H.Schildt, Java 2 - The complete reference, Tata McGraw-Hill, Fourth edition, 2006.

	4. Elliotte Rusty Harold, Java Network Programming, O'Reilly Publishers, 2000. 5. B.Mohamal Ibrahim , Java : J2SE – A Practical Approach, Firewall media, 2006. 6. Cay S. Horstmann, Gary Cornell, Core Java, Volume I and II, 5th Edition, Pearson Education, 2003. 7. Topley, J2ME in A Nutshell, O'Reilly Publishers, 2002. 8. Hunt, Guide to J2EE Enterprise Java, Springer Publications, 2004. 9. Ed Roman, Enterprise Java Beans, Wiley Publishers, 1998
Suggested E- Resources	1. Codecademy. 2. freeCodeCamp. 3. Coursera. 4. Udemy. 5. Codewars. 6. The Odin Project. 7. Khan Academy. 8. MIT OpenCourseWare.

DSE – II : MBA9175T E-Commerce Progression	
Third Semester	
Subject: E-Commerce Progression	
Code of the Course	MBA9175T
Title of the Course	E-Commerce Progression
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Discipline Specific Core Course (DSE) for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	The objective of this course is to gain knowledge and understanding of E-commerce technological advancements and their usage to the industry.
Learning Outcomes	By the end of this course, the student should be able to: 1. Understand about networking models, internet protocols, significance of various network securities along with various online transaction. 2. Understand Encryption & Cryptography and their implementation along with knowledge of SSL & Web-based banking system. 3. Understand Internet security in terms of encryption techniques and cyber law. 4. Understand e-payment systems, electronic transactions and various payment methods and payment interfaces. 5. Understand electronic financial instruments and their significance in payment modality. 6. Critically assess coding algorithms in transaction security. 7. Analyse the future of e-commerce with the online payment dynamisms and its data privacy.
Syllabus	
Unit- I	Transaction Security Functionality of Network Models, Protocols for OSI and TCP Models, Firewalls & N/W security, Type of firewall, security policies, Emerging firewall management issue, Transaction security, Types of online transactions, Requirement for online transactions.
Unit- II	Encryption and Transaction Security Secret –key Encryption, Public key Encryption, Secret key Cryptography, Encryption and Decryption, Authorization and Authentication, Encryption algorithms, Decryption Implementation & management issues, secure socket layers (SSL), Security & online web based banking.
Unit- III	Security of e-commerce Internet security, Setting up Internet security, Maintaining secure information, Encryption Issues, Digital signature and other security measures, Firewall. Security Breaches and Cyber Law.
Unit- IV	Payment Systems Electronic Data Interchange, Digital cash, properties, Electronic check & benefits, Online credit card system, Types of credit card payments, Secure electronic transactions (SET), Other emerging financial instruments, Debit card & Point of sale (POS), Debit card & E -benefit transfer, Smart cards, UPI
Unit- V	E-Payment Overview of E-payment system, transactions through Internet, electronic fund transfer, intelligent agents, Requirements of e-payment systems, functioning of debit and credit cards, Pre and Post payment services. Different e-Transactions: E-com & Banking, E-com & Retailing, E-com & Online Publishing, e-com and gaming.
Textbooks	1. S.J. Joseph, P.T. (2023), E-Commerce : An Indian Perspective. 7th Edition. PHI Learning Pvt. Ltd. 2. Nanda, Dr.Ipsheeta, Kumar, Dr. Sumit & Roy Mittal , Dr. Gunjan (2023), Implementation of ECommerce Concepts, Tools and Design Techniques. Iterative International

	Publishers IIP 3. Basha, H. Anwer&Kosalairaman, T. (2019), ECommerce & its Applications. Charulatha Publication Private Limited 4. Singh, Jaspal (2019), Digital Payments in India : Background, Trends and Opportunities. New Century Publications. 5. Stallings, William (2017), Cryptography and Network Security – Principles and Practices. Pearson 6. Mohanty, R.K. (2011), e-Commerce Models Modern Methods and Techniques. Yking Books 7. Bajaj, K.K. & Nag, Debanjani (2005), E-Commerce – The Cutting Edge of Business. MacGraw Hill Education India
References	1. Bhowmick, Subrata, A Guide Book on Ecommerce, Notion Press 2. Devi, Dr. K. Abirami&Alagammai, Dr. M, ECommerce, Margham Publication 3. Gupta, Sarika & Gupta, Gaurav, E-Commerce, Khanna Publishers, 2nd Edition 4. Laudon, Kenneth C. & Traver, Guercio Carol, ECommerce Business, Technology, Society. Pearson Education. 13th Edition 5. Bhasker, Bharat, Electronic Commerce Framework, Technologies and Application. MacGraw Hill. 4th Edition 6. Kulkarni, Aditya, Auth n Capture: Introduction to India's Digital Payments Ecosystem. Notion Press
Suggested E- Resources	https://www.researchgate.net/publication/ https://www.mdpi.com/ https://papers.ssrn.com/ Udemy

DSE – II : MBA9176T Information & Network Security	
Third Semester	
Subject: Information & Network Security	
Code of the Course	MBA9176T
Title of the Course	Information & Network Security
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Discipline Specific Core Course (DSE) for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	To provide students with knowledge of basic concepts of computer security including network security and cryptography
Learning Outcomes	Understand the principles and practices of cryptographic techniques. Understand a variety of generic security threats and vulnerabilities, and identify &analyse particular security problems for a given application. Understand various protocols for network security to protect against the threats in a network
Syllabus	
Unit- I	Introduction to Information Security Attributes of Information Security, Security Strategies & Processes, Importance of Security Policies and Audits, Threats & Vulnerabilities: Unauthorized Access, Impersonation, Denial of Service, Malicious Software, Trap Doors, Logic Bomb, Trojan Horses, Viruses, Worms
Unit- II	Identification and Authentication Definitions, Types of authentications, Password Authentication, Password Vulnerabilities & Attacks, Brute Force & Dictionary Attacks, Password Policy & Discipline, Biometrics: Types of Biometric Techniques, False Rejection, False Acceptance, Cross Over Error Rates.
Unit- III	Web Security and Application Security Web Servers & Browsers, Server Security features, Server privileges, SSL & SET, Firewalls, Firewall Characteristics, Types of Firewalls, Application-Level Gateway or Proxy
Unit- IV	Network Security Overview of IPV4, OSI Model, Maximum Transfer Unit, IP, TCP, UDP, ICMP, ARP, RARP and DNS, Network Attacks, Denial of Service Attacks, Virtual Private Network Technology, Security Policy Design: Definition, Security Policy Document, Risk Management,
Unit- V	Security Framework Security Policy and Framework, Components of an enterprise Network, Elements of Security Architecture, Design and Implementation: Physical Security Controls, Logical Security Controls, Audit Trails, Security Awareness Training, Incident Handling
Textbooks	1. Principles of Information Security - Michael E. Whitman and Herbert J. Mattord, 2nd Edition, Thompson, 2005. 2. Network Security Essentials Applications and Standards - William Stallings, Person Education, 2000.
References	1. Cryptography and Network Security - Behrouz A. Forouzan, Tata McGraw-Hill, 2007. 2. Willliam Stallings," Network System Essentials "-4th Edition Copyright © 2011 Pearson education, Inc., publishing as Prentice Hall 3. AtulKhahate, "Cryptography and network security",3rd Edition, Copyright © 2013 TMH Publishing 4. Kuldeep Singh Kohar, "Network Security", revised reprint 2011.Vayu Education of India, New Delhi.
Suggested E- Resources	1. https://www.researchgate.net/publication/320758708_ECOM MERCE_SECURITY_WITH_SECURE_ELECTRONIC_TR ANSACTION_PROTOCOL_A_SURVEY_AND_IMPLEM ENTAT ION 2. https://docs.microsoft.com/en-

	us/windows/win32/secauthn/tlshandshake-protocol
	3. https://www.brainkart.com/article/Web-SecurityConsiderations_8479/
	4. https://www.sciencedirect.com/topics/computerscience/authentication-header
	5. https://www.techopedia.com/definition/1504/encapsulating-securitypayload-esp
	6. https://www.researchgate.net/publication/3728380_A_reference_model_for_firewall_technology

DSE – III : MBA9177T E-Advertising	
Third Semester	
Subject: E-Advertising	
Code of the Course	MBA9177T
Title of the Course	E-Advertising
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Discipline Specific Core Course (DSE) for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	To understand the basic Concepts of Digital advertises and the road map for successful Digital advertising strategies. To know the importance of Social media Platforms importance in Digital Marketing.
Learning Outcomes	At the end of the programme, Student will able to: 1. Understand the changes that the Internet has brought to the world, its importance, and the trends of Internet Marketing. 2. Comprehend the role of e-marketing plans as a component of corporate level plans and learn how to build a digital marketing strategy. 3. Understand the principles of User Experience Design for websites and build a website using a web-based tool. Use web analytics to understand and enhance website performance.
Syllabus	
Unit- I	Advertising & Electronic Media: Introduction, functions, concepts & Evolution of Advertising. Types of advertising, advertising appeals, Copywriting. Comparison between Traditional & Modern Advertising media, National & Global Advertising scene
Unit- II	E-Advertising channels: Radio channels: Community Satellite Radio, Misc. radio networks. Audio-Visual Interface System for Advertising. Television Channels: Evolution of TV channels. Door darshan to satellite, Cable & STB channels, National & Regional channels, Internet & Area networks.
Unit- III	Social Media advertising: Role of Social Media in business, Social networking sites advertising, pinterest advertising, YouTube advertising, Mobile App advertising, Socioeconomic effects of social media advertising.
Unit- IV	Advertising planning & scheduling. Media planning, Factors influencing the choice of media, Cost Planning, Cost & Impact Analysis, Media Scheduling, Advertising Agencies & their role.
Unit- V	Measuring advertising efficiency, Evaluation of advertising effectiveness, Methods of measuring advertising effectiveness, Pre-testing &Post-testing.
Textbooks	1. Digital Marketing –Kamat and Kamat-Himalaya 2. Marketing Strategies for Engaging the Digital Generation, D. Ryan. 3. Digital Marketing, V. Ahuja, Oxford University Press. 4. Digital Marketing, S. Gupta, McGraw-Hill.
References	Strauss & Frost, E-Marketing Fifth Edition, Prentice Hall
Suggested E- Resources	1. HubSpot Academy 2. SEO Foundation 3. Search Engine Journal

DSE – III : MBA9178T Business Analytics	
Third Semester	
Subject: Business Analytics	
Code of the Course	MBA9178T
Title of the Course	Business Analytics
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Discipline Specific Core Course (DSE) for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	This course is intended to expose students to the latest tools of Business Analytics and applying those tools for effective decision making. Understand and articulate a business problem and convert it into a viable Analytics question. Apply Data visualization for exploratory analysis and communicate effectively to diverse audience. Evaluate various analytical approaches and select the most appropriate for the given problem.
Learning Outcomes	At the end of the Programme, Students will able to: 1. Demonstrate the awareness and Knowledge of Business Analytics 2. Apply the basic concepts of analytics to the business scenarios and extend the knowledge about future trends in business analytics. 3. To interpret the analytics methodology 4. Assess the relevance and effectiveness of business analytics solutions Apply the knowledge of technical skills in descriptive and predictive modeling to support business decision-making
Syllabus	
Unit- I	Introduction to Business Analytics: Applications, Objectives, Business Analytics and Competitive Advantage, Different types of Data, Big data, Data Mining Process, Data Mining and tools(Hadoop), Introduction to programming Language (R, Python)
Unit- II	Descriptive Analytics: Introduction, Visualising and exploring data, Descriptive statistics, Sampling and Estimation, Introduction to Probability Distribution, Tools Application, Correlation and other statistical Tools.
Unit- III	Predictive Analytics: Principles of Forecasting, Predictive Modelling: Logic driven and Data driven Models, Time series, Types of Forecasting, Forecasting Methods and their Characteristics, Trend, Seasonality, Cyclist, Hold winner Forecasting method.
Unit- IV	Prescriptive Analytics: Business rule algorithms, nonlinear optimization, Machine learning and Artificial Intelligence, Computational Modelling.
Unit- V	Ethics and Analytics: Data collection and Protection laws, Ethical Use of Analytics, Analytics and Privacy Principles.
Textbooks	1. Turban E, Armson, JE, Liang, TP & Sharda, Decision support and Business Intelligence Systems, 8th Edition, John Wiley & Sons, 2007. 2. Frank J. Ohlhorst, Big Data Analytics, 1st Edition, Wiley, 2012. Efraim Turban, Ramesh Sharda, Jay Aronson, David King, Decision Support and Business Intelligence Systems, 9th Edition, Pearson Education, 2009
References	1. Microsoft Office 2007 Business Intelligence - Reporting, Analysis, and Measurement from the Desktop, Doug Harts, TATA McGraw-Hill Edition, 2008 2. Data Mining for Business Intelligence: Concepts,

	Techniques, and Applications in Microsoft Office Excel with XL Miner, Galit Shmueli, Nitin R. Patel, Peter C. Bruce, Wiley Publication, 2010
Suggested E- Resources	1. Coursera 2. LinkedIn Learning 3. Business Analysis Blogs and Websites 4. edX Course 5. IIBA

GEC– II : MBA9106T Personality Development	
Third Semester	
Subject: Personality Development	
Code of the Course	MBA9106T
Title of the Course	Personality Development
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Generic Elective Course for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	The course provide the study of various skills and traits to shape their personality for their intra-personal Development
Learning Outcomes	Students will Learn: 1. Comprehending the scope of personality and its development. 2. Enabling development of core skills for development of self. 3. Understanding positive personality traits 4. Cultivating skills for successful life 5. Think critically and collaborate with others to achieve goals. Apply the skills of problem solving and conflict management.
Syllabus	
Unit- I	Introduction to Personality Development The concept of personality - Dimensions of personality – Theories of Freud & Erickson- Significance ofpersonality development. The concept of success and failure: What issuccess?-Hurdlesinachievingsuccess-Overcoming hurdles –Factorsresponsibleforsuccess–Whatisfailure-Causesoffailure.SWOTanalysis.
Unit- II	Attitude & Motivation Attitude - Concept - Significance - Factors affectingattitudes- Positiveattitude –Advantages–Negativeattitude-Disadvantages –Waystodeveloppositiveattitude-Differencesbetween personalities havingpositiveandnegativeattitude.Conceptomotivation-Significance–Internal and external motives - Importance of self-motivation- Factorsleadingtode-motivation
Unit- III	Self-esteem Term self-esteem - Symptoms - Advantages - Do's and Don'tsto develop positive self-esteem – Low selfesteem - Symptoms – Personalityhaving low self esteem - Positive and negative self esteem. InterpersonalRelationships–Definingthedifferencebetweenaggressive,submissiveandassertive behaviours-Lateralthinking.
Unit- IV	Other Aspects of Personality Development Body language - Problem-solving-ConflictandStressManagement-Decision-makingskills-Leadershipandqualitiesofa successful leader–Characterbuilding-Team-work–Timemanagement-Workethics–Good mannersand etiquette.
Unit- V	Employability Quotient Resume building- The art of participating in GroupDiscussion – Facing the Personal (HR & Technical) Interview – FrequentlyAskedQuestions-PsychometricAnalysis – MockInterviewSessions.
Textbooks	1. Heller Robert. Effective Leadership. Essential Manager Series. DK Publishing 2023. Hindle, Tim.Reducing stress 2. Andrews, Sudhir (1988). How to Succeed at Interviews. 21st (rep.) New Delhi, Tata McGraw-Hill. 3. Barun K. Mitra, Personality Development and Group Discussions, Oxford University Press Career Digest 4. Chandra, M.S. Satish (1999). Conflict Management. Delhi. Rajat publication. 5. Hurlock Elizabeth B. Personality Development Tata Mcgraw Hill, New Delhi
References	1. Pravesh Kumar. All About Self Motivation. New Delhi Goodwill Publishing House 2005 2. Lucas, Stephen. Art of Public Speaking. New Delhi. Tata Mac Graw Hill 2001 3. Mile DJ Power of Positive Thinking. Delhi. Rohan Book Company, 2004.
Suggested E- Resources	1. Coursera 2. CiteHR 3. Icfai

GEC – II : MBA9107T Entrepreneurship Development	
Third Semester	
Subject: Entrepreneurship Development	
Code of the Course	MBA9107T
Title of the Course	Entrepreneurship Development
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Generic Elective Course for MBA (E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	The objective is to foster the creation and growth of new businesses by enhancing entrepreneurial skills, innovation, and economic development.
Learning Outcomes	The students may be able to understand: 1. The concepts of entrepreneurship, its need and scope 2. Meaning of term entrepreneur, classification of entrepreneur and qualities of an entrepreneur 3. The concept of innovation 4. Analyze the factors influencing entrepreneurial environment 5. The need for developing entrepreneurial culture 6. The various aspects of entrepreneurial culture 7. The process of nurturing culture 8. The counseling and follow up process 9. Entrepreneurial education prevailing in India. 10. Problems of entrepreneurship development in India 11. How to become successful entrepreneur? About various Government schemes for Entrepreneurs
Syllabus	
Unit- I	Entrepreneurship: Concept, Types of Entrepreneurship, knowledge and skills requirement; Characteristic of successful entrepreneurs; role of entrepreneurship in economic development; entrepreneurship process; factors impacting emergence of entrepreneurship, Entrepreneur v/s Intrapreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager.
Unit- II	Entrepreneurial Environment, Rural Entrepreneurship, Theories of Entrepreneurship, And Legal Forms of Enterprises, Electronic Start-ups, Entrepreneurship Development Program: Needs and Objectives of EDPs, Phases of EDPs, Evaluation of EDPs
Unit- III	Feasibility & Prefeasibility study, Fundamental of a good feasibility plan & Components of feasibility – market feasibility, technical/operational feasibility, financial feasibility; drawing business plan; preparing project report; presenting business plan to investors.
Unit- IV	Institutional Assistance, Role of Government in promoting Entrepreneurship, MSME policy in India, Agencies for Policy Formulation and Implementation: District Industries Centres (DIC), Small Industries Service Institute (SISI), Entrepreneurship Development Institute of India (EDII), National Institute of Entrepreneurship & Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB), Role of SIDBI.
Unit- V	Small Skills Unit, Dynamics of small business environment - Causes for small business failure - Success factors for small business, Women Entrepreneurship: Meaning, Characteristic features, Problems of Women Entrepreneurship in India, Developing Women Entrepreneurship in India, Incentive subsidiary. Recent emerging concepts like Atmanirbhar Bharat, Make in India.
Textbooks	1. S.S.KHANKA "Entrepreneurial Development" S.Chand& Co. Ltd. Ram Nagar New Delhi, 1999. 2. Hisrich R D and Peters M P, "Entrepreneurship" 5th Edition Tata McGraw-Hill, 2002. 3. E. Gordon & K. Natarajan Entrepreneurship Development

	Himalaya 2008 4. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi. 5. Hisrich, Robert D., Michael Peters and Dean Shepherded, Entrepreneurship, Tata McGraw Hill, ND 6. Sundar, K. Entrepreneurship Development. Vijay Nicole Imprints Private Limited, Chennai
References	1. Donald L. Sexton & Raymond W.Smilor, THE ART AND SCIENCE OF ENTREPRENEURSHIP, Ballinger 2. Clifford M.Baumback& Joseph R.Mancuso, ENTREPRENEURSHIPAND VENTURE MANAGEMENT, Prentice Hall 3. Gifford Pinchot, INTRAPRENEURING, Harper & Row 4. Ram K.Vepa, HOW TO SUCCEED IN SMALL SCALE INDUSTRY, Vikas 5. Richard M.Hodgets, EFFECTIVE SMALL BUSINESS MANAGEMENT,Academic Press Dan Steinhoff & John F.Burgess, SMALL BUSINESS MANAGEMENT –FUNDATMENTALS, McGraw Hill
Suggested E- Resources	1. Skill India Portal 2. Startup India 3. SIDBI Udyamimitra 4. KVIC-PMEGP e-Portal 5. SIDBI Standupmitra 6. My MSME 7. Technology Innovation Management and Entrepreneurship Information Service (TIME IS)

GEC – II : MBA9108T Project Management	
Third Semester	
Subject: Project Management	
Code of the Course	MBA9108T
Title of the Course	Project Management
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Generic Elective Course for MBA (E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	The basic Purpose of this Course is to understand the Framework for evaluating Capital expenditure proposals, their planning and management in the review of the Projects undertaken.
Learning Outcomes	The students will be able to understand : 1. The subject history along with in-depth approaches, Types of Projects, planning & implementation. 2. Project Life cycle, Pre- feasibility Studies. 3. Preparation of Project Report, Investments. 4. Social Cost Benefits Analysis. 5. Investment Criterion 6. Project Financing & Implementation
Syllabus	
Unit- I	History of project management, Project Preparation: Meaning and importance of Project;; Project management approaches: Traditional and Modern Approach ; Types of project; Project life cycle; Project planning & implementation; Management action; Investment returns; corporate strategy; Objectives of Project Planning, monitoring and control of investment projects.
Unit- II	Identification of investment opportunities; Pre - feasibility Studies; Project Preparation: Technical feasibility, estimation of costs, demand analysis and commercial viability, risk analysis. Project Appraisal for financial institution, Preparation of project report.
Unit- III	Project Appraisal: Business criterion of growth, liquidity and profitability, social cost benefit analysis in public and private sectors, investment criterion and choice of techniques: Estimation of shadow prices and social discount rate. Financial evaluation: Project rating index; Project Cash Flows; Cost of Capital; Project Risk Analysis; Project Rate of Return; Special Decisions Situations. Mathematically modeling for multiple projects.
Unit- IV	Project Financing and Implementation: Judgmental, Behavioral, Strategic and Organizational Considerations; Financing of Project: Raising finance in domestic Market and international market; Infrastructure financing; Tax planning while Financing for projects.
Unit- V	Project Review and Administrative aspects. Contemporary issues in project appraisal: Project evaluation in non profit sector; Project management principles by project management institute USA; Project management software.
Textbooks	1. Ahuja, G K & Gupta, Ravi. Systematic Approach to Income Tax. Allahabad, Bharat Law House, 1997. 2. Bhalla, V K. Modem Working Capital Management. New Delhi, Anmol, 1997. Bhalla, V K. Financial Management and Policy- 2nd ed. New Delhi, Anmol, 1998. 3. Chandra, Prasanna. Budgeting McGraw Hill, 1987. 4. Delhi, Westville, 1995. Projects: Preparation, Appraisal, and Implementation. 3rd ed., New Delhi, Tata The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course
References	1. Eric Verzuh, Wiley, 6th edition, Project Management. 2. Kalpesh Ashar, Project Management Essentials. Dr.RameshKakad& Deepak ShivajiDandwale, Thakur Publication.
Suggested E- Resources	1. Open Text book Library. 2. Team deck. 3. Florida Tech. Traceydodd.com.

GEC – II : MBA9109T Warehouse Management & Data Mining	
Third Semester	
Subject: Warehouse Management & Data Mining	
Code of the Course	MBA9109T
Title of the Course	Warehouse Management & Data Mining
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Generic Elective Course for MBA (E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	1. Study data warehouse principles and its working 2. Learn Data mining concepts and understand Association Rule Mining 3. Study Classification Algorithms 4. Gain knowledge of how data is grouped using clustering techniques.
Learning Outcomes	1.Comparison of functional differences between data warehouse and database systems. 2. Ability to perform the pre-processing of data and apply mining techniques on it. 3. Capability to identify the association rules, classification and clusters in large data sets. 4. Skills to solve real world problems in business and scientific information using data mining.
Syllabus	
Unit- I	Concept of Warehouse Introduction, Objectives, Warehouse Structure, Meaning of a Warehouse, Need for warehousing management, Evolution of warehousing, Role of a warehouse manager, Functions of Warehouses, Types of Warehouses, Warehousing Cost, Warehousing Strategies
Unit- II	Warehousing in Business Functions Supply Chain Impact on Stores and Warehousing, Retail Logistics, Retail transportation, Challenges in retail warehousing, Issues in retail logistics, managing retail shrinkage Significance of Warehousing in Logistics, Warehousing Management Systems (WMS).
Unit- III	Warehouse Operations and Applications Warehouse Operations, Receiving inventory, Picking inventory, Locating inventory, Organizing inventory, Dispatching inventory, Equipment Used for a Warehouse, Warehouse information, Importance of Warehouse Information, Decision Making Using Warehouse Information, ICT Applications in a Warehouse.
Unit- IV	Technology Aids in Warehouse Management Retailing and Warehousing, Warehousing and Supply Chain, Role of government in warehousing, Bar Code Scanners, Wireless LAN, Mobile Computers, Radio Frequency Identification (RFID), Retail product tracking in warehouse using RFID
Unit- V	Data mining and Data Warehouse Introduction, Data Mining Functionalities, Classification of data mining systems – Major issues in data mining, Data warehouse and OLAP technology for data mining, What is a data warehouse – A Multi dimensional model, ,Data Warehouse Architecture, Data Warehouse Implementation.
Textbooks	1. Pieter Adriaans, Dolfzantinge, "Data Mining", Pearson Education, 2007. 2. Sam Anahory, Dennis Murray, "Data Warehousing in the real world – A Practical Guide for Building Decision Support Systems", Pearson Education, 2006 3. Data Mining- Concepts and -1.chniques- Jiawei Han, Micheline Kamber, Morgan Kaufmann Publishers, Elsevier, 2 Edition, 2006. 4. Introduction to Data Mining, Psng-Ning Tan,

	VipinKumar, Michael Steinbanch, Pearson Educatior.
References	1. Ian.H.Witten&Eibe Frank, "Data Mining – Practical Machine Learning Tools and Techniques, Morgan Kaufmann Publishers, 2006. 2. Jiawei Han, Micheline Kamber, "Data Mining: Concepts and Techniques" Morgan Kaufmann Publishers, 2000. 3. Hanand J and M. Kamber, "Data Mining: Concepts and Techniques", Second Edition, Morgan Kaufman, 2006. 4. Data Mining Techniques, ArunKPujari, 3rd Edition, Universities Press. 5. Data Warehousing Fundament's, PualrajPonnaiah, Wiley Student Edition 6. The Data Warehouse Life CycleToolkit — Ralph Kimball, Wiley Student Edition. 7. Data Mining, VikaramPudi, P Rddha Krishna, Oxford University Press
Suggested E- Resources	1. Coursera 2. Udemy edX

SEMESTER – IV

Level	Sem.	Course Type	Course Code	Course Title	Delivery Type			Total Hours	Credit	Internal Assessment	EoS Exam	M.M
					L	T	P					
9	IV	DCC	MBA9013T	Business Legislation	L	T	-	60	4	20	80	100
		DSE-IV	MBA9141T	Logistic & Supply Chain Management								
			MBA9179T	E-Business Technologies & Trends	L	T	-	60	4	20	80	100
		DSE-V	MBA9143T	Digital Marketing	L	T	-	60	4	20	80	100
		DSE-VI	MBA9180T	Database Management System	L	T	-	60	4	20	80	100
			MBA9181T	E-Business Philosophy	L	T	-	60	4	20	80	100
			MBA9182T	Website Planning & Designing	L	T	-	60	4	20	80	100
		DSE-VII	MBA9183T	Legal Framework for E-Commerce	L	T	-	60	4	20	80	100
			MBA9184T	Principle of E-Commerce	L	T	-	60	4	20	80	100
		DSE-VIII	MBA9185S	Project Study in E-Commerce	-	-	S	120	4	20	80	100

	DCC: MBA9013T Business Legislation
	Fourth Semester
	Subject: Business Legislation
Code of the Course	MBA9013T
Title of the Course	Business Legislation
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Discipline Centric Compulsory (DCC) Course for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	The course is designed to assist the students in understanding basic laws affecting the operations of a business enterprise.
Learning Outcomes	On the completion of the syllabus students will understand the basic provisions of Law, contract and legal remedies in the law.
	Syllabus
Unit- I	The Indian Contract Act, 1872: Essentials of a Valid Contract. Void Agreements. Performance of Contracts. Breach of Contract and its Remedies. Quasi-Contracts.
Unit- II	The Sale of Goods Act, 1930: Formation of a Contract. Rights of an Unpaid Seller. Consumer Protection Act and Cyber Laws. The Negotiable Instruments Act, 1881: Nature and Types.
Unit- III	Negotiation and Assignment. Holder-in-Due Course, Dishonour and Discharge of a Negotiable Instrument. Arbitration.
Unit- IV	The Companies Act, 2013; Nature and Types of Companies. Formation. Memorandum and Articles of Association. Prospectus Allotment of Shares. Shares and Share Capital. Membership. Borrowing Powers. Management and Meetings.
Unit- V	Accounts and Audit. Compromise Arrangements and Reconstruction. Prevention of Oppression and Mismanagement. Winding Up.
Textbooks	1. Avtar Singh. Company Law. 11th ED. Lucknow, Eastern, 1996. 2. The Negotiable Instrument Acts. Bombay, N.M. Tripathi, 1980. Ramaiya, A. Guide to the Companies Act. Nagpur, Wadhwa, 1992. 3. Shah, S M. Lectures on Company Law. Bombay, N.M. Tripathi, 1990. 4. Tuteja, S K. Business Law for Managers. New Delhi, Sultan Chand, 1998. Sundar, K. Business Ethics and Values. Vijay Nicole Imprints Private Limited, Chennai.
References	3. Kapoor, N.D. Business Laws, Sultan Chand and Sons. 4. Sreenivasan, M.R. Business Laws, Margam Publications. 5. Dhandapani, M.V. Business Laws, Sultan Chand and Sons. 6. BadreAlam, S. & Saravanavel, P. Mercantile Law 7. Pillai, R.S.N. & Chand, S, Business Law, S Chand & Co, Delhi.
Suggested E- Resources	6. The Legal Information of India (LII of India) 7. The Judgement Information System 8. Law Commission Information System 9. India Legal Information Institute (IndLii) 10. www.cramerz.com 11. www.digitalbusinesslawgroup.com http://swcu.libguides.com/buslaw

DSE – IV : MBA9141T Logistic & Supply Chain Management	
Fourth Semester	
Subject: Logistic & Supply Chain Management	
Code of the Course	MBA9141T
Title of the Course	Logistic & Supply Chain Management
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Discipline Specific Core Course (DSE) for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	The objective of the course is to teach the students to manage the procurement and logistics function efficiently and effectively and understand how procurement can be used to gain value for money and the improvement performance for organizations.
Learning Outcomes	1. Students will be able to take decisions in logistics and supply chain management considering its operational, tactical and strategic aspects from an Integrated perspective by covering subjects from technology, engineering and business. 2. To introduce process and functions of physical distribution system. 3. To introduce the major building blocks, functions, business process, performance metrics and decision making in supply chain network. 4. The students will have an insight into the role of Internet Technologies and electronic commerce in supply chain management.
Syllabus	
Unit- I	Concept of Supply Chain Management Basic concepts & philosophy of Supply Chain Management (SCM), Essential features, Functions and Contribution of Supply Chain Management, Infrastructure flows (Cash, Value and information), key issues in SCM, Creating value, Supply Chain Effectiveness and Indian Infrastructure, Framework for Supply Chain Solution, Supply Chain Relationships (SRM).
Unit- II	Concept of Logistic Management Concept of Logistics, Objectives of logistics, Types of logistics, Concept of Logistics Management, Evolution of Logistics, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, Logistics and Competitive Advantage, Logistics Mix, Logistics in Organized Retail in India
Unit- III	Integrated Logistics Concept of Integrated Logistics, Inventory flow, Information flow, Operational Objectives of Integrated Logistics, Barriers to Integration, Organization structure, Measurement system, Inventory ownership, Information technology, Knowledge transfer capability, Logistical Performance Cycle, Manufacturing support performance cycle, Procurement performance cycle
Unit- IV	Recent issues in SCM Role of computer/ IT in supply chain management, CRM Vs SCM, Benchmarking concept, features and implementation, Outsourcing –basic concepts, value addition in SCM, Concept of Demand Chain Management
Unit- V	Logistic Information System and Ecommerce Concept of Logistics Information System (LIS), Importance of LIS, Principles of designing LIS, Logistics Information Architecture, Application of Information Technology in Logistics and Supply Chain Management, Requirements of LIS in E-Commerce, E-Logistics Structure and Operation, Logistic Resource Management (LRM)

Textbooks	N. Chandrasekaran, SUPPLY CHAIN MANAGEMENT, Oxford University
References	1. D. K. Agarwal, LOGISTICS & SUPPLY CHAIN MANAGEMENT, Macmillan India Pvt. Ltd. New Delhi, 2008 2. Sunil chopra, Meindl&Kalra, SUPPLY CHAIN MANAGEMENT, Pearson Education, India, 2009 3. Bowersox&Closs, LOGISTICAL MANAGEMENT, Tata McGraw Hill. New Delhi, 2008 4. Satish K. Kapoor&PurvaKansal, basics of distribution management - a logistical approach, Prentice- Hall India, 2003.
Suggested E- Resources	Martin Christopher: Logistics and Supply Chain Magement , eBook by Pearson Publication

DSE – IV : MBA9179T E-Business Technologies & Trends	
Fourth Semester	
Subject: E-Business Technologies & Trends	
Code of the Course	MBA9179T
Title of the Course	E-Business Technologies & Trends
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Discipline Specific Core Course (DSE) for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	The objective of this paper is to educate the learner about Trends and technologies of e- Business in various business sectors like marketing, governance, trading etc.
Learning Outcomes	The students will be able to: 1. the impact of e-commerce on the market and marketing issues in e-marketing skills 2. Understand e-trading, its advantages, and operational aspects, with a focus on e-trading in India 3. Study e-ticketing systems in various industries such as railways, airlines, tourism, and entertainment 4. Gain insights into e-governance, its strategies, and its implementation in India, with a focus on government portals and enterprises. Delve into the concepts of e-banking, comparing traditional and e-banking, exploring the Indian e-banking environment
Syllabus	
Unit- I	E- Marketing: Marketplace v/s Market space, Impact of e-commerce on market, Marketing issues in e- marketing, Direct marketing, One-to-one marketing.
Unit- II	E-Trading: Areas of e-financing, E-Trading, Trading v/s e-trading, Importance and advantages of e-trading, Operational aspects of e-trading, E-Trading in India
Unit- III	E-Ticketing: Online booking systems, online booking procedure-Railways & Airlines, Tourist and Travel Industry, Hotels and Entertainment Industry
Unit- IV	E-Banking: Concept, Traditional v/s E-banking, Indian E-Banking Environment, Production and Distribution in E-Banking, Key Issues in E-Banking, Future of E-Banking.
Unit- V	E-Governance: Overview of E-Governance, E-Governance Strategies, E-Governance in Rajasthan/India, Government Portals and Enterprises, E-Governance in Global Scenario.
Textbooks	Canzer, B. (2005). E-BUSINESS AND COMMERCE STRATEGIC THINKING AND PRACTICE (INDIAN ADAPTATION), New Delhi Biztantra Rayport, J. F. & Jaworski, B. J. (2002). INTRODUCTION TO E-COMMERCE, New York McGraw-Hill Irwin. Joseph, P.T. (2005). E-COMMERCE AN INDIAN PERSPECTIVE (2e), New Delhi Prentice-Hall of India
References	1. E-government: From Vision To Implementation: A Practical Guide With Case Studies by Subhash Bhatnagar 2. E-Banking in India: Issues and Cases by JayShree Bose, ICFAI Publication 3. E-Governance in India: Issues and Cases by JayShree Bose, ICFAI Publication
Suggested E- Resources	e- marketing digest mark think commerce.net

DSE – V : MBA9143T Digital Marketing	
Fourth Semester	
Subject: Digital Marketing	
Code of the Course	MBA9143T
Title of the Course	Digital Marketing
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Discipline Specific Core Course (DSE) for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	The objective of this paper is to create awareness about Digital Marketing and educate the learner about use of electronics in marketing management.
Learning Outcomes	1. The course familiarizes students with an understanding of how digital media works and develops the critical insights necessary to succeed in e-commerce and digital and social media marketing. • Understand the concept of digital marketing and its real-world iterations 2. Articulate innovative insights into digital marketing enabling a competitive edge 3. Understand how to create and run digital media-based campaigns 4. Identify and utilize various tools such as social media etc.
Syllabus	
Unit- I	Introduction to Digital Marketing and SEO The Significance of Digital Marketing, Digital Media, Digital v/s Traditional Marketing, Digital Marketing Trends and Platforms, Digital Marketing and Search Engine, Search Engine Optimization (SEO) concepts, Search Engine Architecture, Internal Measures for SEO, Do and Don't for Web Content, Link Building, Introduction to Digital Marketing Tools.
Unit- II	Networks of Digital Marketing Introduction to Ad-Word, Display Networks, Advertising on Display Networks, Image Advertising, Mobile Advertising, Video Advertising, YouTube Advertising, Keyword Research Methodology, Analysis and Tools for Digital Marketing Networks, Link Building Methodology and Strategies, Online Offline Integration
Unit- III	Search Engine Marketing Benefits of SEM, Google Ad-Words V/S Microsoft Ad- Centre, Types of Campaign, AdGroup and keywords setup, Direct Campaign V/S Branding Campaign, Campaign Setup, Understanding Ad-Words Bidding, Ad-Formats and Guidelines, Campaigns, Ad-groups and keywords Dashboard
Unit- IV	Email and Mobile Marketing Importance of Email Marketing, Popular Email Marketing Software, Email Marketing Campaign, Newsletters in Email Marketing, Effective strategies for Email Marketing, Email Marketing Tools, Triggered Email Campaign, Mobile Marketing: Mobile Ad-Campaign, Mobile Ad-Formats, Mobile Website Configuration. Video Marketing using YouTube: Optimization of Videos, Tips and Tricks for promotion, YT Analytics, Monetizing YT Channel
Unit- V	Social Media Marketing Introduction to Social Media Marketing, Benefits of SMM, Social Media Strategy, Social Media Metrics in SEO, Face-book Marketing: setup, options, elements and applications; Twitter Marketing: #hash tags and its uses, analytics and promotions; Google+ Marketing: Benefits in SEO, Groups; LinkedIn Marketing: Strategy,

	Connection and Recommendations
Textbooks	Damian Ryan and Calvin Jones, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, 2nd Edition, ISBN: 9780749453893.
References	1. Simon Kingsnorth, DIGITAL MARKETING STRATEGY: AN INTEGRATED APPROACH TO ONLINE MARKETING, Kogan Page Publications 2. Dave Chaffey, Fiona Ellis-Chadwick, DIGITAL MARKETING, Pearson Publication
Suggested E- Resources	VinayakPatukale, Digital Marketing, Kindle Edition

DSE – V : MBA9180T Database Management System	
Fourth Semester	
Subject: MBA9180T Database Management System	
Code of the Course	MBA9180T
Title of the Course	MBA9180T Database Management System
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Discipline Specific Core Course (DSE) for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	1. Demonstrate the basic elements of a relational database management system 2. Ability to identify the data models for relevant problems 3. Ability to design entity relationship and convert entity relationship diagrams into RDBMS and 4. formulate SQL queries on the respect data
Learning Outcomes	1. To Understand the basic concepts and the applications of database systems 2. To Master the basics of SQL and construct queries using SQL 3. To understand the relational database design principles 4. To become familiar with the basic issues of transaction processing and concurrency control 5. To become familiar with database storage structures and access techniques
Syllabus	
Unit- I	Introduction to DBMS Data Processing Concepts, Data Structures, File Processing and Access Methods, Difference between FPS and DBMS, Characteristics of DBMS. Functions of Transaction Processes and their Communications Interface with Database Management Systems. Taxonomy of Data Management Systems, Various Data Base Management Models.
Unit- II	Classification and Types of DBMS Relation Database Management System, Distributed Data Base Systems, On-line Data Bases system, Object Oriented Data Bases. Managerial Issues Related to Data Base Management. Evaluation of Commercially Available Software Systems with managerial Emphasis on Tradeoffs Among Cost, Capacity, and Responsiveness.
Unit- III	Structure of DBMS Schema, Sub-Schema, Relation, Tuples, Attributes, Normalization: 1NF, 2NF, 3NF, BCNF and Other Normalization Forms. Schema Design and Development. Keys as Attributes: Primary Key, Secondary Key, Candidate Key, Referential Key and Unique Key. ER Diagram: Design and implementation.
Unit- IV	Analysis of DBMS Distributed Data Processing Systems and a Need for Database Environment for such a System Physical Database Structures. Study of a Relational Database Management Systems for Successful implementation of Distributed Systems, Re-organization Problems, Implementation and Maintenance Issues, Database Administration
Unit- V	Structured Query Languages Evolution of Structured Query Language, Evaluation Criteria of 4GL, Data Definition Language (DDL) - commands and application, Data Manipulation Language (DML) – commands and applications, Performance Analysis, Recovery issues.
Textbooks	1. Data base System Concepts, Silberschatz, Korth, McGraw hill, Sixth Edition.(All UNITSexcept III th) 2. Data base Management Systems, Raghurama Krishnan, Johannes Gehrke, TATAMcGrawHill 3rd Edition.
References	1. Fundamentals of Database Systems, Elmasri Navathe Pearson Education.

	2. An Introduction to Database systems, C.J. Date, A.Kannan, S.SwamiNadhan, Pearson, EightEdition
Suggested E- Resources	1. GUVI 2. Coursera 3. edX 4. freeCodeCamp 5. Tutorialspoint 6. Udemy 7. Vertabelo Academy 8. Khan Academy 9. Oracle Database Learning Resources 10. W3Schools

DSE – VI: MBA9181T E-Business Philosophy	
Fourth Semester	
Subject:	
Code of the Course	MBA9181T
Title of the Course	E-Business Philosophy
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Discipline Specific Core Course (DSE) for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	The objective of this paper is to educate the learner about e-Business philosophy and various components of it.
Learning Outcomes	The students will be able to: 1. Understand diverse E-Business models and strategies. 2. Analyze organizational and implementation challenges. 3. Examine Internet marketing stages and critical success factors. 4. Enhance channels, explore global markets, and understand e-selling 5. Address consumer protection, cyber laws, and evaluate e-cash. 6. Explore data mining, analytics, and E-Marketing challenges. 7. Evaluate competitiveness, profitability, and operations success factors.
Syllabus	
Unit- I	Introduction to E-Business Evolution of E-Business, Principles of E –business, E-business models, E-Business Strategies, Legal Aspects of E-Business, Steps to Successful E-Business Implementation. Case and scenario discussion for e- business.
Unit- II	E-Business Issues & Internet Marketing Organizational issues, implementation issues, marketing issues, Internet marketing, different stages of Internet marketing, Critical success factors for Internet marketing, Managing Search Engine, Building online Trust.
Unit- III	E-business frameworks Channel Enhancement, Global Markets, E-Selling, E –Buying, E –Procurement, Convergence strategies. E-Business Design: Overview, Steps in e-business design, reversing the value chain, Knowledge building, E-market models, Service and Operation Excellence, Coalitions.
Unit- IV	Issues and Challenges in E-Business Consumer Protection, Cyber Crimes and Cyber Laws, E-cash advantages and disadvantages, Electronic data interchange, Data mining and E-Marketing. Data Analytics and Applications.
Unit- V	E-Business Operations and Processes Competitiveness, Profitability and productivity, Operations success-Competing through effective operations, Processes-Products and services to match customers needs, Interactive models and software windows for daily operations decisions-Enterprise software- readability and enhanced functionality of SAP R/3 information
Textbooks	1. BertnadRusell.. (2005). The Problrm Of Philosophy, Biztantra 2. Simo Blackburn,. (1999). INTRODUCTION TO E-PHILOSOPHY, New York McGraw-Hill. 3. Joseph, P.T. (2005). PHILOSOPHY: AN INDIAN

	PERSPECTIVE (4e), Prentice-Hall of India
References	1. E-Business Fundamental by Bansal SK
	2. E-Business by Gupta VK
	3. E-Business and E-Commerce Management 2e by Dave Chaffey
	4. The E-Business Book: A Step-by-Step Guide to E-Commerce and Beyond by Davle M SMith
Suggested E- Resources	EBESCO's Business. TechTarget

DSE – VI : MBA9182T Website Planning & Designing	
Fourth Semester	
Subject: Website Planning & Designing	
Code of the Course	MBA9182T
Title of the Course	Website Planning & Designing
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Discipline Specific Core Course (DSE) for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	1.To understand Web based programming and scripting languages. 2.To learn the basic web concepts and to create rich internet applications that use most recent client-side programming technologies. 3. To learn the basics of HTML, DHTML, XML, CSS, Java Script and AJAX.
Learning Outcomes	1. Ability to Develop and publish Web pages using Hypertext Markup Language (HTML). 2. Ability to optimize page styles and layout with Cascading Style Sheets (CSS). 3. Ability to Understand, analyze and apply the role of languages to create a capstone 4. Website using client-side web programming languages like HTML, DHTML, CSS, XML, JavaScript
Syllabus	
Unit- I Concept of Internet	Introduction to Internet and World Wide Web; Evolution and History of World Wide Web; Basic features; Web Browsers; Web Servers; Hypertext Transfer Protocol, Overview of TCP/IP and its services; URLs; Searching and Web-Casting Techniques; Search Engines and Search Tools;
Unit- II Web Publishing	Web Publishing: Hosting your Site; Internet Service Provider; Web terminologies, Phases of Planning and designing your Web Site; Steps for developing your Site; Choosing the contents; Home Page; Domain Names, Front page views, Adding pictures, Links, Backgrounds, Relating Front Page to DHTML. Creating a Website and the Markup Languages (HTML, DHTML);
Unit- III Dynamic Web page Development	Web Development: Introduction to HTML; Hypertext and HTML; HTML Document Features; HTML command Tags; Creating Links; Headers; Text styles; Text Structuring; Text colors and Background; Formatting text; Page layouts;
Unit- IV JavaScript	Introduction to JavaScript: Writing First Java Script, External JavaScript, Variables: Rules for variable names, Declaring the variable, Assign a value to a variable, Scope of variable, Using Operators, Control Statements, JavaScript loops, JavaScript Functions: Defining a Function, Returning value from function, User define function.
Unit-V	Images; Ordered and Unordered lists; Inserting Graphics; Table Creation and Layouts; Frame Creation and Layouts; Working with Forms and Menus; Working with Radio Buttons; Check Boxes; Text Boxes; DHTML: Dynamic HTML, Features of DHTML,CSSP(cascading style sheet positioning) and JSSS(JavaScript assisted style sheet), Layers of netscape, The ID attributes, DHTML events.
Textbooks	1. Raj Kamal, "Internet and Web Technologies", Tata McGraw-Hill. 2. Ramesh Bangia, "Multimedia and Web Technology", Firewall Media. 3. Thomas A. Powell, "Web Design: The Complete Reference" , 4/e, Tata McGrawHill 4. Wendy Willard, "HTML Beginners Guide", Tata McGraw-

	Hill.
	5. Deitel and Goldberg, "Internet and World Wide Web, How to Program", PHI.
References	1. HTML and CSSBy Dick Oliver and Michael Morrison (Pearson Education) 7th edition 2. HTML, DHTML, JavaScript, Perl CGIBy Ivan Bayross(BPB) 3rd Edition 3. CSSByKynnBartlett(Pearson Education)2nd Edition 4. Introduction to Internet & HTML ScriptingByBhaumik Shroff Books India Publication 3rd Edition.
Suggested E- Resources	• NPTEL & MOOC courses titled Web Design and Development. • https://www.udemy.com/topic/web-design/

DSE – VII : MBA9183T Legal Framework for E-Commerce	
Fourth Semester	
Subject:	
Code of the Course	MBA9183T Legal Framework for E-Commerce
Title of the Course	Legal Framework for E-Commerce
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Discipline Specific Core Course (DSE) for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	1. Basic understanding of e-commerce 2. Familiarity with Internet technologies and web Applications
Co-requisites	None
Objectives of the Course	This course provides an in-depth understanding of the cyber security challenges and solutions specific to e-commerce.
Learning Outcomes	At the end of the Programme, Students will able: 1. To understand the fundamental principles of cyber security. 2. To identify common threats and vulnerabilities in e-commerce. 3. To learn about secure payment systems and data protection. 4. To implement best practices for securing ecommerce platforms. 5. To develop skills to respond to and recover from security incidents. 6. To comprehend Cyber laws and IT act 2000.
Syllabus	
UNIT – I Introduction to Cyber Security	Overview of Cyber security: Definition, Applications, Limitations, Importance of Cyber security in Ecommerce. Basic Terminology and Concepts of Cyber Security.
UNIT-II Threats and Vulnerabilities in EC	Common Cyber Threats: phishing, malware, DDoS attacks, ransomware, fraud, data breaches, and technology failure. Vulnerabilities in E-Commerce Platforms and Case Studies of E-Commerce Security Breaches.
Unit- III Cryptography and Secure Communication	Basics of Cryptography: Encryption and Decryption Techniques, Secure Socket Layer (SSL) and Transport Layer Security (TLS). Online Payment Security, Payment Card Industry Data Security Standard (PCI DSS), Implementing Secure Payment Gateways
Unit- IV Data Protection and Privacy Technology	Data Encryption, Protecting Sensitive Customer Information, General Data Protection Regulation (GDPR) and Other Regulations, Data Protection and Privacy Laws. Firewalls and Intrusion Detection Systems, Securing Wireless Networks, Virtual Private Networks (VPNs)
Unit- V Cyber Law and IT Act	Overview of Cyber Law, Importance of Cyber Law in Ecommerce, Key Terminologies and Concepts. Preface of IT Act 2000, key provisions of IT act for EC, Cybercrime and offenses: Hacking, Identity Theft, Cyber Stalking. Legal Issues in E-Commerce, Consumer Protection and IPR.
Textbooks	1. Agarwal. K.N. and Deeksha Agarwal: Business on the Net: What's and How's of E-Commerce: Macmillan, New Delhi. 2. Agarwal. K.N. and Deeksha Agarwal: Business on the Net: Bridge to the Online storefront: Macmillan, New Delhi. 3. Cady, GlccHarrab and Mcgregor Pat: Mastering the Internet, BPB Publication, New Delhi. 4. Diwan Parag and Sunil Sharma: Electronic Commerce-A Manager's Guide to E-Business, Vanity Books International, Delhi. 5. Janal. D.S.: On-line Marketing Handbook, Van Nostrand Reinhold, New York

References	1. Parag Diwan and Sunil Sharma: E-Commerce: A Manager's Guide to E-Business; Excel Books, New Delhi. 2. C.S.V. Murthy: E-Commerce- Concepts, Models, Strategies, Himalaya Publishing House. 3. Electronic Commerce - By Bharat Bhaskar, Tata Mc Graw Hill Publication, New Delhi. 4. E-Commerce - By Bhushan Diwan, S. Chand & Co. Ltd. New Delhi 55.
Suggested E- Resources	1. Coursera 2. LinkedIn Learning 3. UpGuard 4. Udemy

DSE – VII : MBA9184T Principle of E-Commerce	
Fourth Semester	
Subject: Principle of E-Commerce	
Code of the Course	MBA9184T
Title of the Course	Principle of E-Commerce
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Discipline Specific Core Course (DSE) for MBA(E-Commerce)
Delivery type of the Course	60 Hours
Prerequisites	Graduation in any stream
Co-requisites	None
Objectives of the Course	To educate the learner for e- commerce concepts with its application & structure, its fundamental, security issues, measures & related applications.
Learning Outcomes	1. Understand the introduction to e-commerce, including its definition, scope, and differentiation from internet commerce 1. Gain knowledge of e-commerce architecture, the role of the internet, internet service providers, domain registration, connectivity, tools, online services. 2. Understand e-commerce models, including B2B, B2C, C2C, G2B, B2G, and their functions. 3. Explore e-commerce applications in manufacturing, marketing, retail, wholesale, entertainment, games, finance, banking, auction, bid, education, and publishing. 4. Understand business strategies for e-commerce, including value chain, competitive strategy, advantages
Syllabus	
Unit- I	Introduction to e-Commerce E-Commerce – Introduction, Definition, Scope, Electronic Commerce- Market – Trade Cycle, Electric Data Interchange, Internet Commerce, Forces fuelling E-commerce, E-Commerce Functions, Challenges to traditional methods, E-commerce industry framework, Information superhighway, Types of E- commerce, Scope and limitations of e-commerce.
Unit- II	Fundamental of e-Business Road map for moving a business to E-business, E-Com Vs E-Business, E-business communities, Model for E-business, E-business Trident, E-SCM, E-CRM, ERP, Business Process Reengineering
Unit- III	E-Business Analysis and Design E-business and structural transformation, Integrated Solutions, Integrated Enterprise Applications, Wireless Applications, constructing Electronic Business Design, Steps, Analysis, Diagnosis, Reversing Value Chain, Evaluation and Selection.
Unit- IV	Business Strategies for E-Commerce Value Chain, competitive Strategy and advantages, Business Strategy – B2B and B2C, B2BInter organizational transactions, EDI, Benefits, Technology, Standards, Security, on line business, B2C – Consumer transaction, e-shop Internet.
Unit- V	Structure of E-Commerce Internet and Its role in e-commerce, Internet Service Provider and Internet Access Provider, Procedure of registering Internet, Domain, establishing connectivity to Internet, Tools and services of Internet, Internet v/s online services, Procedure of opening e-mail accounts on Internet, on line payments.

Textbooks	1. E-Commerce – an Indian perspective – P T Joseph – Prentice Hall, 2/e, 2005 2. Computer Today - S. Bansundara 3. E-Commerce: The Cutting Edge of Business - Bajaj and Nag , Tata McGraw Hill 4. E-Commerce Concepts Models & Strategies – C.S.V.Murthy, Himalaya Publication
References	1. E-Commerce – Mathew Rergnolds, Wrox publication Communication 2. Global Electronic Commerce- Theory and Case Studies J Christopher Westland, H K Clark- University Press
Suggested E- Resources	Webmonkey e- business collection Commerce.netZDNet

DSE – VIII : MBA9185S Project Study in E-Commerce	
Fourth Semester	
Subject:	
Code of the Course	MBA9185S
Title of the Course	Project Study in E-Commerce
Qualification level of the Course	Level 9
Credit of the Course	4
Type of the Course	Discipline Specific Core Course (DSE) for MBA(E-Commerce)
Delivery type of the Course	120 Hours
It may be Industry oriented internship which must be of 45 days duration completed after second semester in summer break period. Candidates will be required to submit internship report in the beginning of fourth semester. This project study may be in form of Major Research Project study allocated shall commence in the beginning of fourth semester and will have two papers weight. This research project study students have to complete under the supervision of faculty supervisor. The type of project study to be allocated will be announced by Director/Course Director towards the end of second semester.	