

**Institute of Management Studies,
Devi Ahilya Vishwavidyalaya, Indore
BBA (e-Commerce) 5 Yrs
Semester VI**

QUANTITATIVE TECHNIQUES

OBJECTIVE: The objectives of the course are to provide the students basic knowledge of Quantitative Techniques.

EXAMINATION: The semester examination is worth 60 marks and 40 marks for internal assessment. Students will have to answer five questions out of 7/8 questions.

CONTENT

WEEK	Content of the Block	TOPICS TO BE COVERED	No. of Hours
1	Introduction	Introduction to Operation Research, Definition, Model, Phases, Characteristics, Advantages.	4
2	Linear Programming	Graphical, Simplex, Duality and post-Optimality Analysis	8
4	Assignment	Definition, Formulation & Solution of Assignment Problem.	4
5	Transportation	Introduction, Formulation & Solution of Transportation problem.	4
6	Replacement	Introduction, individual and group replacement, Replacement of items which determinate with time.	6
7	Game Theory	Competitive games, Terminology, Saddle Point, Dominance, Mixed Strategies.	8
9	Network Analysis	Introduction to CPM & PERT techniques, Network diagrams, slack float, critical path.	8
11	Simulation	Introduction, Advantages, Process of simulation, Monte Carlo, Applications.	8

TEXT READINGS:

1. Operation Research – H. Taha, Pearson Education.
2. Quantitative Analysis for Managerial Application – N.D. Vohra, TataMG Hills.
3. Operation Research – Hira & Gupta, S. Chand

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JAVA PROGRAMMING

OBJECTIVE: The objective of the course is to introduce the students the essential knowledge of Web Programming Using JAVA.

EXAMINATION: The semester examination is worth 60 marks and 40 marks for internal assessment. Students will have to answer five questions out of 7/8 questions.

COURSE CONTENTS:

1. Java Fundamentals: History, Compiled and Interpreted, Platform independent and portable, Robust and secure, distributed, simple, Multithreaded, interactive dynamic and extensible, Java environment-JDK Java Standard Library.
2. Overview of Java Language: Introduction, Java program structure, Java Tokens, Java Statements, JVM Constants, Data Types and Variables, Type conversion and casting, Operators and Expressions, Control Statements-JAVA's selection statement, Iteration Statement and Jump statement.
3. Class, Objectives and Methods: Defining Class, General Form of Class, Declaring Objects-Introduction to methods, objects methods parameterized constructor, Introduction to final keyword with methods, classes.
4. Constructors, this keyword, Garbage Collection, Finalize method, Visibility control. Arrays, Strings and One dimensional and two dimensional arrays, Strings, Inheritance, super keyword, abstract method and abstract classes.
5. Packages & Interfaces, Errors and Exception, Multithreaded programming, I/O Basics and Applets Programming. User interface using AWT.
6. Servlets: Introduction, methods of interacting with servlets, using variables, using Cookies and using API servlets. Communication with Databases.

TEXT READINGS:

1. The Complete Reference JAVA-Patrick Naughton and Herbert Schildt, Tata McGraw Hill Publishing Company Ltd.,
2. Mastering JAVA-Laurence Vanhelsuwe, Ivan Phillips, Gong Tay Hsu. Krishna Sankar etc.

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FINANCIAL MANAGEMENT

COURSE OBJECTIVE: The objectives of this course are to help the students learn the concepts, tools and skills of financial analysis and financial management, and application in the efficient conduct of business.

EXAMINATION: The semester examination is worth 60 marks and 40 marks for internal assessment. Students will have to answer five questions out of 7/8 questions.

COURSE CONTENTS

1. Introduction Concept, Nature, Scope, and Objective of Financial Management, Finance Functions.
2. Statement of change in financial position: Statement of changes in working Capital fund flow Statement, Cash flow Statement, use of fund and cash flow Statement
3. Cost-Volume-Profit Analysis: BEP, Margin of Safety and P/V Ratios.
4. Leverage Analysis: Operating Financial and Combined Leverages.
5. Cost of Capital: Time Value of Money, Cost of Debt, Cost of Preference, Cost of Equity, Weighted Average Cost of Capital.
6. Working Capital: Management Concept, Need and Determinants.
7. Capital Investment Decisions or Capital Budgeting

Text Readings:

1. I.M.Pandey, “**Financial Management**”, New Delhi: Vikas Publication House, 8th Ed., 2001.
2. M.Y.Khan & P.K.Jain, “**Financial Management**”, Delhi: Tata Mc Graw Hill, 4TH Edition 2000.
3. R.P.Rustogi, “**Financial Management**”, Galgotia Publication, Reprint 2000.

Suggested Readings:

1. Prasanna Chandra, “**Financial Management**”, New Delhi: Tata Mc Graw Hill, 1993
2. S.C.Kuchhal, “**Financial Management**”, Allahabad: Chatanya Pub. House, 1995
3. James C. Van Horne, “**Financial Management and Policy**”, PHI Publication.9th Edition1996.
4. V. K. Bhalla, “**Working Capital Management**”, 2nd Edition 1998, Anmol Publication, New Delhi,1998.
5. R.P.Rastogi, “**Graded Problems and Solutions in Financial Management**”, Galgotia Publication, New Delhi, 5th Edition 2000.

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Introduction to Networking

OBJECTIVE: The objective of this course is to create awareness of networking concepts.

EXAMINATION: The semester examination is worth 60 marks and 40 marks for internal assessment. Students will have to answer five questions out of 7/8 questions.

COURSE CONTENT:

1. Networking concepts, goals distributed systems & clients/server model, Layer, structure, Point to point and Broad Cast Transmission Technology. Services, Protocol., Connectivity standard problem.
2. Design issues of layers OSI model, Open System Inter-charge Model. Brief description of TCP/IP SNA, Novell Netware.
3. Signals encoding, Transmission media, Type and performance, Error detection techniques, Telephone System FDM, TDM, WDM. Circuit Switching Packet switching, Message Switching, Addressing Physical and Logical.
4. Introduction to LAN, MANM, WAN, LAN, Components, Hardware Software Media Topology Access Technology (CSMA/CD, Token Ring)
5. Reporter Bridge, Switch, Router Gateway, Subnet Internet, Advanced Networking concepts.

Readings:

1. Computer Network, By Andrew S. Tanenbaum III Edition PHI
2. Data Communication and Networking by CSV, Murthy.
3. Computer Communication & Networking Technologies by Michale A Gallo and William M. Hancock Thomas.

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SOFTWARE ENGINEERING

Objective: The objective of the course is to introduce the students the essential of software engineering and software project management concepts.

EXAMINATION: The semester examination is worth 60 marks and 40 marks for internal assessment. Students will have to answer five questions out of 7/8 questions.

Introduction and models

What is software engineering, the evolving Role of software, software characteristics, software components, software application software process and models.

Planning and managing the project

Software project planning, metrics for software productivity and quality, project estimation techniques and models.

Capturing the requirements;

The requirement process types of requirement, object oriented analysis, software prototyping, requirement validation, measuring requirements, requirements analysis methods.

Designing the system

The design process, design fundamentals, data designs, arc

Suggested Reading:

1. Software Engineering, A Practioners Approach, Roger. S. Pressman, VII edition, TMH.
2. Software Engineering, by David Gustafson, Schaum's Outlines
3. Software Engineering, by Somerville, Pearson Education

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SERVICE MARKETING

Course Objective: The objective of the course is to expose the nature of industrial and service markets and develop abilities to help them apply marketing concepts in these markets.

EXAMINATION: The semester examination is worth 60 marks and 40 marks for internal assessment. Students will have to answer five questions out of 7/8 questions.

Course Contents:

1. Services: service sector and economic growth service concept characteristics and Classification of Service, Challenges in Service Marketing.
2. Designing a Service Strategy, Service Management Process: Internal External and Interactive marketing strategies.
3. Marketing Mix in Services Marketing Product Price Place Promotion People Physical Evidences and Process Decisions.
4. Strategic Issues. In Services Marketing Service Differentiation and Positioning Productivity in Services.
5. Managing Service Quality: Concept Dimensions and process service quality models (Grommoos and Parsuraman) Application and Limitations.
6. Creating and delivering services Planning design development and delivery of services Product support services.
7. Relationship Marketing: concept processes and importance.
8. Applications of Service Marketing, Marketing of Financial Services; Banking, Insurance, Stock Booking, Credit Card, Hire Purchase and Leasing, Mutual Fund, and Portfolio Management.

Books:

1. Services Marketing Christopher H. Lovelock, Prentice Hall of India Ltd. New Delhi.
2. Services Marketing, Ravishanker, Global Press, New Delhi.
3. Service Marketing, V.A Zaithmal and M.J Binter Mc Graw Hill, New Delhi.
4. Service Marketing, Helen Woodraffe, Macmillan India ltd. New Delhi.
5. Services Marketing, Rust Addison Wesley Pte. Ltd, Singapore

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E-COMMERCE TECHNOLOGIES

OBJECTIVE: The objective of the subject is to aware and develop skill of e-commerce technologies and it fundamentals.

EXAMINATION: The semester examination is worth 60 marks and 40 marks for internal assessment. Students will have to answer five questions out of 7/8 questions.

Course Contents:

Software and hardware for E-Commerce- web server - software, hardware, Web Site and Internet Utility Programs E-Commerce Software: Basic Functions of Electronic Commerce Software, Advanced Functions of Electronic Commerce Software, Electronic Commerce Software for Small and Midsize Companies, Electronic Commerce Software for Midsize to Large Businesses, Electronic Commerce for Large Businesses.

E-com Security

E-commerce security environment, Security threats in E-com environment, malicious code and unwanted programs, Phishing and identity theft, E-commerce ethics, regulations and social responsibility, Web Security: Security Issues on web, types, Firewall and it Importance of Firewall, components of Firewall, Transaction security, Emerging client server, Network Security, Factors to consider in Firewall design, Limitation of Firewalls. Encryption: Encryption techniques, Symmetric Encryption: Keys and data encryption standard, Triple encryption, Secret key encryption; Asymmetric encryption: public and private pair key encryption, Digital Signatures, Virtual Private Network.

Mobile Commerce -

Introduction to Mobile (M) Commerce, Challenges emerging in Mobile Commerce, Growth of Mobile Commerce, Application areas of Mobile Commerce Mobile Computing Application, Mobile Information Devices, Emerging applications, different players in m-commerce, m-commerce life cycle. Wireless Application Protocols, WAP Technology, Technologies for Mobile Commerce, Wireless Spectrum, Origins of WAP, WAP Architecture, Wireless Datagram Protocol(WDP), Short Message Services, Circuit Switched Data (CSD), Unstructured Supplementary Services Data (USSD), General Packet Radio Service(GPRS),Wireless Technology (AMPS, TDMA, CDMA, GSM), Different generations in Wireless Communication, Security issues in cellular technology, Mobile commerce and its future in India.

Enterprise Resource Planning (ERP) :

Features, Evolution, need, scope of ERP and Overview of Commercial Software, Business engineering with IT, Business Process Redesign, Knowledge engineering and data warehouse , ERP and competitive strategy.

E-Commerce and Online service industries: Online financial services. Online travel Services. Online career services. Online Health service.

CASE studies – eBay, Amazon, Priceline, Barter, Souq, Flipkart, olx,

References :

1. E-Commerce- Kenneth C.Laudon and Carol Guercio Traver
2. E-Commerce by --Kamlesh K Bajaj and Debjani Nag
3. Internet marketing and E-commerce-Ward Hanson and Kirthi Kalyanam
4. E-Commerce,M.M. Oka, EPH
5. Kalakotia, Whinston : Frontiers of Electronic Commerce , Pearson Education.
6. Bhaskar Bharat : Electronic Commerce - Technologies & Applications.TMH
7. Loshin Pete, Murphy P.A. : Electronic Commerce , Jaico Publishing Housing.
8. Murthy : E – Commerce , Himalaya Publishing.
9. E – Commerce : Strategy Technologies & Applications, Tata McGraw Hill.
10. Global E-Commerce, J. Christopher & T.H.K. Clerk, University Press
11. Beginning E-Commerce, Reynolds, SPD
12. Krishnamurthy, E-Commerce Mgmt, Vikas