

Department of Business Management
VBS Purvanchal University, Jaunpur – 222001 (U.P.)

Department of Business Management
VBS Purvanchal University, Jaunpur

SYLLABUS
Batch 2015-16 onwards

Semester - IV
MBA (E-Commerce)

Syllabus_MBA (E-Commerce) – IV Semester (Batch 2015-16 onwards)

ECM 401: SERVER ADMINISTRATION AND SECURITIES

1. Introduction to Server Administration. Need for Securities, Security Policy.
2. EDI Security Concepts, Security Mechanisms, Internet Security.
3. Secure E-Mail Technologies. Master Card /Visa Secure Electronic Transaction.
4. Specific Intruder Approaches for Security Tools. Encryption.
5. Enterprise Networking. Antivirus Programs. Security Teams.

References:

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

ECM 402: E-MARKETING

Nature, Scope, Concept of Marketing. Various Marketing Concepts. Evolution of Marketing. Traditional Marketing Vs. E-Marketing, Marketing Vs. Sales. Marketing Management. Marketing mix elements. Product, price, place, promotion & packaging. New product development. Product life cycle. Designing distribution channel. Advertising planning. Marketing planning, organizing & control. Pricing decisions. Consumer behavior. Management of sales. Marketing research and its applications. Application of Internet in the area of Marketing, E- Marketing Strategies.

References:

1. *Philip Kotler, Marketing Management, PHI New Delhi*
2. *Stanton , Marketing Management*

ECM 403: DATA MINING & DATA WAREHOUSING TECHNOLOGIES

1. Introduction to Data Warehousing, Data Mining & Applied Knowledge Management. Introduction to Web Warehousing. Value Chains, Knowledge Networks, Neighborhoods and Economics.
2. Data Mining Tools. Traditional Warehousing, Data Warehousing Approaches and Their Applicability, Web Based Query & Reporting.
3. Web OLAP, Web Based Statistical Analysis and Data Mining. Web Based Graphical and Geographic Information Systems.
4. Text Information Management Systems, Search Engines & Facilities, Text Mining System, Multimedia Information Management Systems.
5. Web Components and Communications. PPP and CGI, Java, JDBC, Accessing Databases with Java JDBC, Architecture, Performance & Management.

Reference:

1. *Rob Mattison, Web Warehousing and Knowledge Management, TMH*

ECM 404: E-COMMERCE STRATEGIES AND MODELS

1. Electronic Commerce Environment and Opportunities. The virtual corporation. The electronic marketers. Electronic marketplace technologies. Designing E-business strategies.
2. Factors affecting the E-business strategies. Issues and challenges in formulation of E- business strategies. Implementation of E- business strategies. Value addition strategies using E- business.
3. Introduction to different e-commerce model. Electronic data Interchange: Benefits, status, system approach, communication approach, and migration of open EDI.
4. E-Commerce with Internet, approaches to safe e-commerce, electronic cash and electronic payment schemes.
5. Advertising on the Internet, E-Commerce Applications in Business Functions.

References:

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

Syllabus_MBA/MBA (Agri-Business)/MBA (E-Commerce) – IV Semester (Batch 2015-16 onwards)

MGT 405: PROJECT WORK

The students are required to do some project work on the topic decided with consultation of the subject experts in the department. The project should be innovative problem solving, research oriented which give ultimate benefit to the industry and society. The student will submit a project report, which shall be evaluated by experts.

Syllabus_MBA/MBA (Agri-Business)/MBA (E-Commerce) – IV Semester (Batch 2015-16 onwards)

MGT 406: PAPER PRESENTATION & VIVA-VOCE

Students will be required to make the presentation of the project work to the experts and there will be a viva-voce on the theme based on the project work.

Syllabus_MBA (E-Commerce) IV Semester (Batch 2015-16 onwards)

EBM 407: CASE-TEST

8-10 Case studies are to be discussed on general management. The selection of the cases would be done by the concerned faculty members. The examination would be of two-hour duration. One Case-Study would be provided to the students which may or may not be from the list of the cases already discussed in the class. The students would be required to answer the questions asked on the basis of supplied case. The test would be for 50 marks