

*Department of Business Management*  
VBS Purvanchal University, Jaunpur – 222003 (U.P.)  
Syllabus\_MBA(E-Commerce) (Batch 2019-20 onwards)

**Department of Business Management**  
**VBS Purvanchal University, Jaunpur**

**SYLLABUS**  
**Batch 2019-20 Admission Onwards**

**Semester - I**  
**MBA(E-Commerce)**

**MCC 101: MANAGEMENT THEORY AND PRACTICES**

1. Introduction to Management, Definition, process and nature, Indian Business Environment and its impact on managers job, different approaches to management analysis, managerial functions and roles, evolution of management thoughts, Contributions of FW Taylor, Henry Fayol, Elton Mayo and other management thinkers.
2. Introduction to decision making; definition nature and process, types of decisions, decision making under uncertainty, Planning; definition nature and process, types of plans and planning process, Objectives; Types and processes of objective setting, Management By Objectives (MBO).
3. Nature and process of organizing, Types of organizational level and span of management, structure and process of organizing, different methods of departmentation, line/staff, an introduction to staffing.
4. Human factors in managing; behavioral models, motivation, concept, theories and approaches, approaches and theories for leadership analysis.
5. The basis control process, feedback and feed forward control, requirements for effective control, Budget and non-budgetary control techniques, emerging issues in management; culture ad multi-culturalism, competitiveness, teamwork.

**Reference:**

1. Harold Koontz and Heinz Weiriele, 'Essentials of Management', TMH 1990
2. Stoner Jones AF, Freeman R Edward and Gilbest Jr David R, 'Management', PHI 1996
3. Kreitner Robert, 'Management', AITBS, New Delhi 1990
4. Criffin Rickey, 'Management', AITBS, New Delhi 1990
5. Ivancevich John M, Develly Jr. James H. and Gibson James, 'Management Principles and Functions', Richard Irwin Inc and AITBS, 1998
6. Leslie W Pera and Lloyd El Bayers, Management: Skills and Applications' Irwin 1995
7. L.M. Prasad, 'Principles and Practices of Management', 2000

**MCC 102: BUSINESS ENVIRONMENT AND INDIAN ETHOS**

1. Introduction to Business Environment; Nature, Elements, scope and importance, Various classification of Business environment analysis; Micro and Macro, General specific environment, Environment scanning and diagnosing, Technique of environmental analysis, Steps in environmental analysis process.
2. Government an exploring business, Constitutional provisions relating to trade and industry, EXIM policy, FEMA, Environment Protection Act, and Consumer Protection Act, Industrial policy reforms in India; Five years plan and Planning Commission.
3. Economic environment: Concept, Nature and Components, Monetary and fiscal policy, Salient feature of new industry policy, public sector undertaking and privatization, Liberalisation and India, WTO/ GAT and its impact on Indian Business.
4. Technology-Society interface, Socio cultural environment and its impact on business, social responsibility of business, emerging trends towards corporate accountability to social development, Introduction to Environment Management and ISO 14000.
5. Human values and Management, Indian insights, need for values in global change, Indian perspective, Holistic approach for managers in decision-making, spiritual values in management.

**Reference:**

1. Francis Cherunilam, Business Environment, Himalaya Book, New Delhi,
2. Rudra Dutt & Sunderam, Indian Economy, S. Chand & company, New Delhi.
3. Chakraborty, S.K.: Foundations work – contributions from thought, Himalaya Publishing House Delhi.

### **MCC 103: MANAGERIAL ECONOMICS**

1. Introduction to Managerial economics, Definitions, factors influencing managerial decision, chief characteristics of managerial economics, scope of managerial economics, nature of managerial economics, micro economics & macro economics, basic economic tools in managerial economics.
2. Utilize analysis, characteristics of utility, measurement of utility – TU & MU, law of diminishing marginal utility importance & limitation of the law, of equi – marginal utility – assumptions of the law, explanation of the law, law of proportionally, limitations of the application of the law, Consumers goods & producers goods, types of consumers goods, types of producers goods, consumption, complement of waste management & Resource Management Wastivity & Productivity.
3. Demand, types of demand price, demand, income, gross demand, change in demand, factors causing changes in demand, the law of demand – assumptions of the law, demand curve, Reasons for the law of demand, elasticity of demand, measurement of price elasticity of demand total outlay or expenditure method, flux or percentage method, point or geometric method, demand forecasting methods or techniques of demand forecasting, input – output analysis,
4. Production – Definition methods, factors of production, function types (Fixed, variable, Cobb Douglas, linear homogenous), Law of returns – law of diminishing returns assumptions of the law, why the law of diminishing return operates, limitations of the law of increasing returns – Assumptions, why the how operates, law of constant returns, returns to scale, cost analysis – concept of lost, short run lost and long run lost, short run cost analysis, Marginal cost, Relationship between TC & MC long run cost analysis – Diminution of LAC & LMC, Relationship between LMC & SMC, Revenue concepts & revenue analysis.
5. Theory of Pricing: Price Determination under perfect competition, Difference between pure competition and perfect competition, Price and determination under monopoly, Features of monopoly – Equilibrium of the monopoly in the long run, effect of change in demand and supply of equilibrium price, elements of time in price, element of time in price determination, Monopolistic Competition, Duopoly and Oligopoly: Meaning and main features, price determination of a firm, (monopolistic competition), Excess capacity and monopolistic competition and non-price competition, product differentiation and pricing diversity.

**Reference:**

1. Lewis, Chris W, and Peterson, H Gaig ‘Managerial Economics’
2. Diwedi, DN, Managerial Economics, Vikas Publishing House
3. Mehta, PL, ‘Managerial Economics: Text and Cases’. Sultan Chand
4. Joel Dean, ‘Principles of Managerial Economics’ PHI – New Delhi

**MCC 104: MANAGERIAL ACCOUNTING**

1. Financial Accounting – Users of Financial Accounting Information, Difference Between Managerial Accounting and Financial Accounting. Recording of Accounting Transactions-Journal-Its Division Cashbook, Bank Reconciliation Statement, Rectification of Errors.
2. Corporate Accounting-Shares & Debentures.
3. Financial Statement Analysis-Ratio, Fund Flow Statement and Cash Flow Statement, Price Level Change and Accounting.
4. Nature of Managerial Accounting-Concept, Cost Accounting and Managerial Accounting Management Process and Roll of Management Accounting, Decision Making Process, Cost Concept and Classification-cost, Expenditures, Classification of Cost, Cost Behaviour in Relation to Change in output of activity Volume, Fixed Cost, Variable Cost, for Decision Making and Planning: Opportunity Cost, Sunk Cost, Relevant Cost, Different Cost, Cost For Control; Controllable and Uncontrollable Cost, Standard Cost, Joint Cost.
5. Product Costing-Job Costing and Process Costing. Job Costing: Nature of Job Costing, Job Cost Sheets and Job Ledger, Contract Costing, Process Costing, Standard Costing & Variance Analysis, Cost-Volume-Profit Analysis-Techniques, Limitation, Presentation of Management Control Report, Budgeting and Zero Base Budgeting.

**Reference:**

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

**MCC 105: RESEARCH METHODOLOGY AND STATISTICS**

1. Introduction of Research: Meaning, Definition, Characteristics, Significance, Life of research, Approach to research methods, Research Methodology, Characteristics of good research, Criteria conducting a good research, Problem countered by research in India.
2. Research problem: Meaning, component, formulation of research problem hypothesis: Meaning, function, types, form of hypothesis, different between research problem and hypothesis, Research Design: Meaning, Need component, feature of design, type of design.
3. Collection of data, Primary and Secondary data, Method of collecting Primary data, Sources of secondary data, Sampling and sampling technique.
4. Classification and Analysis of data; Tabulation, coding, graphical representation of data, analysis of data, Statistical tools, Measures of central tendency, correlation, regression, testing of hypothesis, T-Test, Chi-square test.
5. Report writing: Features of good report, types of report, pre-caution should be taken when writing a report, Application of research in management, Research and decision making, marketing and personnel research.

**Reference:**

1. Introduction to Statistics by Ramendu Roy, Prayag Pustak Bhawan, Allahabad.
2. Research Methodology by CB Kothari.
3. Survey Methods by Fowler and Floyd, Sage Publications.

**MCC 106: MANAGERIAL SKILL DEVELOPMENT**

1. Communication: Definition & Process, Barriers and Gateways in Communication, Type of Communication Flow, Communication Networks, Business Communication and Its Importance.
2. Verbal Communication: Oration, Public Speaking & Dyadic Communication Employer-Employee, Employee-Employee and Employee-Employer Situations, Presentation: Presentation and Delivery, Preparing for Meeting & Interviews. Telephonic Communication and Negotiation.
3. Written Communication: Job Applications, Resumes. Interdepartmental Communication, Business Letter Writing, Memos & Orders, Communicating Through E-Mail, Do's & Dont's of Business Writing.
4. Business Report Writing: Steps and Process.
5. Case Study and Exercises for Developing Communication and Decision-Making Skills.

**Reference:**

1. Bowman Joel P & Bernadine P Business Communication: From Process to Product.
2. Hach, Righard, Communication in Business.
3. Treece, Mairah, Successful Business Communications
4. Sinha, KK, Business Communication

**MCC 107: COMPUTER APPLICATIONS IN MANAGEMENT**

1. Fundamental and computer Application: Computer application, Hardware, Software, Languages of computer, Operating system.
2. MS-Word: File, Edit, Format, Drawing, Tools, Tables, Practicing on Cut-Copy Paste, merger, Letter Writing, Page Setup.
3. MS-Excel/Basics: Creating Worksheet, Entering and Editing Text, Numbers and formulas cells lookup tables, auto fill. Rearranging work sheets: Moving, copying, sorting, inserting deleting cells, deleting & parts of work shared, reaction at formulas to worksheet design changes. Excel formatting: Excel page setup. Auto format, manual format using styles; format painter. Changing font sizes and attributes. Wrapping text, using border buttons and command. Working with graphics: Creating and placing graphic objects, resizing positioning graphic
4. Power Point basics terminology colour scheme: Power Point templates, getting started. Creating presentation: Auto content wizard, inserting, deleting slides. Working with text: Editing and moving text, spell checking, finding and replacing text; formatting text-aligning text. Show Time: Arranging previewing and rehearsing slides, transition and Build effects, Deleting slides printing presentation elements creating overhead transparencies; sharing presentation tiles with other.
5. MS-ACCESS (Data Base Managing System): Preparation of database corresponding to management practices such as level information farm-level in information. Agro-climatic zone information, etc. Creating database and tables: Creating database with and without wizards, access tables wizard, field names, data types and properties, adding deleting, renaming and moving fields, resizing fields, primary key fields, indexing fields. Forms: The form wizard, saving modifying forms, designing forms. Entering and Editing data: Typing, adding records, undo, correcting entries, global replacements moving records. Finding Sorting and Displaying Data: Queries and Dynasts, creating and using select queries, multiple search reformatting dynasts, multilevel sorting, showing all records after a query Cross tab queries. Printing Reports, Forms Letters and labels: Simple table, form and database printing. Manual reporting and modifying properties in reports, saving printing, mailing labels, changing label design.

**Practicals:**

- A. Make new files and use of cut, copy, paste, merger.
- B. Creating and formatting tables using work excel.
- C. Creating and managing data files of agriculture management system.
- D. Use of Internet for World Wide Web browsing.
- E. Sending and receiving e-mails through e-mail POP 3 account.
- F. Creating worksheet and different types of graphs using excel.
- G. Creating slides and presentation using PowerPoint.
- H. Study of small and submission of report of the system in terms of suitable system.

**References:**

1. P. K. Sinha & P. Sinha, 'Computer Fundamentals', BPB Publication
2. Ed Bott & Woody Leonbard, 'MS-Office 2000', Prentice Hall India
3. Nelson, 'MS-Office 2000', Tata Mc-Graw Hill

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**SYLLABUS**  
**Batch 2019-20 Admission Onwards**

**Semester - II**  
**MBA(E-Commerce)**

**MCC 201: ORGANISATIONAL BEHAVIOUR AND CHANGE**

1. **Organization:** Concepts and types; Organization behaviour; meaning, nature, determinants and models. Role of O.B in management of modern organization
2. **Perception:** Process and factors influencing perception, perceptual errors, values systems spruces and attitude formation.
3. **Personality:** Types & theories; Motivation: process and theories; Learning: process and theories.
4. **Group Dynamics:** Meaning, What is small group? Formal structural framework of group cohesiveness conflict management & resolution techniques.
5. **Management of change and OD:** Meaning & intervention.

**References:**

1. Luthans F, *Organisation behavior*, 7<sup>th</sup> edition, new York Mc graw Hill 1995
2. Robbins S.P, *Organisational behaviour*, 7<sup>th</sup> edition New Delhi. Prentice Hall of India 1996
3. Anderson A H and Barker D *Effective Wenterprise and Change Manegement*, Blackwell Publisher Ltd 1996
4. Frenchh W E and Bell C H *Organisation Development*, New delhi Prentice –Hall of India 1995

### **MCC 202: BUSINESS LEGISLATION**

1. **The Indian Contract Act, 1872:** Essential of A Valid Contract Agreement, Performance of Contracts, Breach of Contract & Remedies, Quasi-Contracts.
  
2. **The Companies Act, 1956:** Nature and Type of Companies, Formation, Memorandum and Articles of Association, Prospectus Allotment of Shares & Share Capital, Membership, Borrowing powers, Management & Meeting. Compromise Arrangements and Reconstruction, Prevention of Oppression & Management. Winding Up.
  
3. **The Sale of Good Act, 1930:** Formation of Contract, Conditions & Warranties, Rights of an Unpaid Seller. Performance of the Contract of Sale.
  
4. **The Negotiable Instruments Act, 1881:** Nature and Types, Negotiation and Assignment, Holder-in-Due Course, Dishonour and Discharge of Negotiable Instrument. Arbitration.
  
5. **Indian Partnership Act, 1930:** Nature an Formation of Partnership, Registration of Firm, Rights and Duties of The Firm, Dissolution of the Firm.

***References:***

1. Avatar Singh, *Company Law, 11<sup>th</sup> Edition, Easter, Lucknow, 1996.*
2. Khergamwalla, JS, *The Negotiable Instrument Act, NM Tripathi, Bombay, 1980.*
3. Ramaya A, *Aguide to Companies Act. Wadhwa, Nagpur, 1992*
4. Tuteja SK, *Business Law For Managers, Sultan Chand New Delhi, 1998*

### **MCC 203: MARKETING MANAGEMENT**

1. Marketing: Definition, nature and scope, corporate orientation towards place, core marketing concepts, the marketing environment, customer satisfaction, value and retention.
2. Introduction to marketing research and marketing information system, understanding consumer and industrial buying behavior, market segmentation, targeting and positioning.
3. Product decisions, product mix, new product development and product life cycle, branding and packaging decisions.
4. Pricing methods and strategies, promotion decisions, promotion mix, channel management decisions, selection, types, retailing, whole-selling and market logistics.
5. Organising and implementing marketing in the organization, evaluation and control of marketing efforts.

***References:***

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

**MCC 204: HUMAN RESOURCE MANAGEMENT**

1. Introduction to HRM and its nature, Concepts and perspectives on HRM, HRM in changing Environment, Corporate objectives and HR Planning, Career and Succession planning.
2. Job analysis and role description, methods of manpower search, attracting and selecting human resources, steps in selection process, methods of selection.
3. Induction and socialization of manpower, Manpower training and development, Need, Techniques and Evaluation of training programme.
4. Performance Appraisal and Potential Evaluation: Quantitative and Qualitative appraisal, Role of Appraisal in HRM, Employee welfare and compensation.
5. Industrial Relations & Trade Unions, dispute Resolution and Grievance Management, Employee Empowerment.

***References:***

1. *HR Management by CB Mamoria*
2. *HR and Personnel Management by K Aswathappa*
3. *Personel Management by Adam Flippo*
4. *Personel Management by Monappa and Saiyadain*

**MCC 205: PRODUCTION AND OPERATIONS MANAGEMENT**

1. Production and operations management: Meaning, Nature, Scope, Importance and Functions, Evolution from production to operations management, Productivity-Measurement and variables, OM system model
2. Types of production systems: Intermittent production-project, jobbing, batch production. and Continuous production- mass, process , characteristics of each method
3. Location decisions, need and importance of location, factors affecting location decisions, Location models-factors rating method, locational break even analysis, centre of gravity method, Geographical Information System (GIS)
4. Layout decisions: meaning, objectives, importance, factors influencing layout decisions, types of layout
5. Inventory management, importance, functions, types of inventory, ABC analysis, EOQ, Quality management, TQM,JIT, ISO certifications

***References:***

1. Haizer Jay & Render Barry, Operations management (6<sup>th</sup> edition ),PH,NJ
2. Buffa,Production and operations management.
3. Adam,EE & Ebert RJ Production and operations management .6<sup>th</sup> edition New Delhi. PHI 1995
4. Amrine Harold T etc .Manufacturing Organization and management. Engelwood Cliffla .New Jersey PHI 1993
5. S.N.Chany, Production & Operation Management
6. Aswathapa, Production & Operation Management

### **MCC 206: FINANCIAL MANAGEMENT**

1. **Financial Management:** Meaning, nature, scope, and objectives; Time value of money; Valuation of long-term securities; Risk and return.
2. **Investment Decision:** Cost of capital; Capital budgeting and its methods.
3. **Financing Decision:** Sources of finance; Leverage; Capital structure—theories, factors determining the capital structure.
4. **Dividend Decision:** Factors affecting dividend decision; Dividend valuation models.
5. **Working Capital Management:** Concepts of working capital; Determinants of working capital; Meaning, and major issues in working capital management and financing of working capital.

***References:***

1. *Financial management and Policy* by James C Van Hone, PHI New Delhi .
2. *Financial management* by IM pandey
3. *Financial management* by Hingorani.
4. *Financial management* by Khan and Jain.

**MCC 207: MANAGEMENT INFORMATION SYSTEM**

1. **Management Information System (MIS):** Definition system concepts, need, purpose, objectives, components of an information system, Information system resources, Information system activities, Ethical and social impact of information system.
2. **Developing an I.S:** Feasibility studies, system analysis, system design, prototyping, implementing a new information, maintenance of a new information system
3. **Applications of Information System:** Production information system., Marketing information system, HR information system & Finance information system.
4. **Data Base Management Systems** –Introduction to database, Importance, Objectives, Data Warehousing  
and Data Mining, Information Security
5. **DSS group decision support system, executive support system:** Definition & characteristics, Artificial intelligence (AI), Expert systems, Neural Networks.

***References:***

1. *James o Brien, Management information system, PHI N Delhi*
2. *Laudon and Laundon, Management Information system, PHI, N Delhi*
3. *Rajaraman,V Analysis and design of information system, N Delhi PHI 1991*
4. *Gary Cornell, Visual Basic Tata Mcgraw Hill N Delhi.*

**MCC 208: 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.

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**SYLLABUS**  
**Batch 2019-20 Admission Onwards**

**Semester - III**  
**MBA(E-Commerce)**

**MGT 301: STRATEGIC MANAGEMENT**

1. Introduction to strategy, Business Policy and Strategic Management, Strategic Management Process, Strategic Decision Making, Role of board of directors, CEOs and Top management in the strategic management, An introduction to corporate governance, Mission and objectives.
2. Constituents of External Environment and their impact, Environmental analysis steps, Assessment of opportunities & threats, Competition analysis, Preparation of ETOP.  
Internal corporate analysis, Determination & measurement of strengths & weaknesses, Models to analyse strength & weakness,
3. Formulation of strategy, Tows Matrix, Grand strategies, Growth, Stability, Retrenchment & Combination strategy, Genetic competitive strategies.  
Portfolio Analysis, BCG Model, GE-Nine Cell Model, Corporate parenting.
4. Strategy Implementation Process, Interrelationship between strategy formulation & Implementation, Organizing for effective Implementation, Leadership Implementation, Behavioral Issues in strategy Implementation.
5. Functional strategy: Marketing, Operations, Finance, Recent R & D & HR strategies, Resent Issues in strategic Management: Diversification, Integration, Mergers and Acquisitions (M & A), RE-engineering and Restructuring.

***References:***

1. *William Glueck: Business Policy & Strategic Management, McGraw Hill.*
2. *Ansaff H. Iger, Corporate Strategy: An Analytical approach to Business Policy for Growth & Expansion, McGraw Hill.*
3. *Azhar Kazmi, Business Policy, McGraw Hill.*
4. *Porter M.E., Competitive Advantage, The Freepress New York.*
5. *Steiner G.A., J.B. Mier, E.R. Gray, Management Policy & Strategy, McMillan, London.*

**ECM 302: PROJECT MANAGEMENT**

1. Introduction to Project Management, Introduction to E-Commerce Projects, Nature and Characteristics of E-Commerce Projects.
2. Formulation of E-Commerce Projects, Economic, Technical and Financial feasibility.
3. Generation of alternative project ideas and screening, Evaluation and ranking of projects
4. Financing of E-Commerce Projects, Implementation of Project Management, Issues in E-Commerce Projects.
5. Operational problems in implementation of the projects, Behavioral and Cross-cultural issues in Multinational and Multicultural Project Teams.

***References:***

1. *Danial Minoli & E. Minoli, Web Commerce Technology Hand Book, TMH.*
2. *Parag Diwan & Sunil Sharma, E-Commerce.*
3. *Prasanna Chandra, Projects: Preparation, Appraisal, Budgeting and Implementation, TMH, New Delhi.*

### **MGT 303: OPERATIONS RESEARCH**

1. **Introduction:** Meaning, features, nature and scope of Operations Research, Historical development of OR, Limitations of OR.  
**Linear Programming Problems:** General Statement of LP Problem, Assumptions underlying Linear Programming, Formulation of Linear Programming Problems.
  
2. **Solution to Linear Programming Problems:** Graphic Method; Simplex method: Conditions for application of simplex method, solution to maximization and minimization problem, Big M method, Duality in LP & sensitivity analysis.
  
3. **Transportation Problems:** Solution to the Transportation Problem, Unbalanced Transportation Problem, Degeneracy,  
**Assignment Problems:** Assignment Problems and their solutions, Unbalanced Assignment Problem, Traveling salesman problem.
  
4. **Queuing Theory:** General structure of Queuing system, Operating characteristics of a queuing system, deterministic queuing model, Probabilistic Queuing model: Poisson exponential, Single server model-infinite population model only.  
**Theory of Games:** Two person Zero sum game, Solution of  $2 \times n$  and  $m \times 2$  games with their applications.
  
5. **PERT & CPM:** Problems and Solutions.  
**Simulation:** Process of simulation, Monte Carlo simulation, Application of simulation, Advantages and disadvantages of simulation..

**References:**

1. Sharma, J.K., *Fundamentals of Operations Research*, McMillan, New Delhi.
2. N.D. Vohra, *Quantitative techniques*.
3. Kanti Swaup, *Operations Research*.

### **ECM 304: JAVA LANGUAGE & HTML**

Introduction to Java and HTML, The Java Language, User Interface, Input-Output, Databases, Component Based Development, Advance Java, Debugging Java, Java Script and Java Resources.

Creating Web Page Using HTML, building foundation, providing structure, Adding Context, Using Basic Style, Creating Lists, Adding Links, Adding Images to a web page, Using Image Map for Navigation, Animating Graphics, Adding Sound and Video, Including Java Applets, Controlling the Presentations, Adding Interactivity, Using Meta Information, Creating widely accessible web pages, HTML Publishing.

***References:***

1. *Joseph L. Weber, Using Java 2, PHI*
2. *Lee Anne Philips, Using HTML 4, PHI*

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**ECM 305: WEB PUBLISHING AND HOSTING**

Introduction to the Web Technology, Steps in Creation of a Web Site, Technologies for Web Servers, Publishing Systems, Setting up a Server, Maintaining a Web Server.

Electronic Publishing Issues, Approaches, Legalities, and Technologies, Web Based E-Publishing, Intellectual Property Issues in the edge of the EP, Intellectual Property Issues for Multimedia / Hypermedia.

***References:***

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

### **ECM 306: OBJECT ORIENTED PROGRAMMING**

Introduction to Object Oriented Programming, C++. Difference between ANSI C and C++ Preparation of Flow Charts and Algorithms. Simple C++ Programs. Structure of C++ Program. C++ Statements. Creating the source Files, Compiling and Linking, Working with the File. Functions in C++, Pointers, Virtual Functions. Inheritance, Classes and Objects, Arrays, Constructors and Deconstructions, Operators Overloading. Object Oriented System Development.

***References:***

1. *E Balaguruswami, Object Oriented Programming with C++, Tata McGraw Hill.*
2. *Programming in C++.*

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**MGT 307: SUMMER TRAINING REPORT/PRESENTATION**

The students shall be required to undergo practical training/Project work for a period of 6 to 8 weeks in any organization connected with Industry/ Trade/ Commerce/ Business approved by the department of the University. The student will submit a training report, which shall be evaluated by experts.

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**ECM 308: 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.

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## **SYLLABUS** **Batch 2019-20 Admission Onwards**

**Semester - IV**  
**MBA(E-Commerce)**

**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.*

### **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.

*Department of Business Management*  
VBS Purvanchal University, Jaunpur – 222003 (U.P.)  
**Syllabus\_MBA(E-Commerce) (Batch 2019-20 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.

**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