

**INSTITUTE OF MANAGEMENT STUDIES (IMS)**

**PROGRAMME CODE: MS5F**

**PROGRAMME TITLE: MBA (E-COMMERCE) 2 YEARS**

**OBJECTIVES:**

1. To prepare the students in such a way so that they become capable and confident E-Commerce professionals at the end of the program.
2. To equip the students with the concept and methods of E-Commerce enabling them to plan, design and carry out E-Commerce plans / strategies.
3. To enable students understand concepts, tools and skills for E-Commerce research and analysis and its application in the efficient conduct of business.
4. To enable the students to gain acumen, insight and through knowledge relating to the various aspects of E-Commerce.
5. Offer a platform for developing critical thinking ability from the perspective of a E-Commerce professional
6. To enable student develop the ability to take rationale and informed decisions by taking into consideration the different perspectives and their outcomes related to E-Commerce.

**ELEGIBILITY**

Graduation in any stream with min 50% marks. A relaxation of 5% in the eligibility criteria shall be admissible to the bonafide SC/ST applicants of Madhya Pradesh only. A relaxation of 5% in eligibility will also be applicable to Physically Challenged (*Nishaktjan*) as defined by M.P. Government.

Candidates who have appeared in final year of their graduation examination can also apply. Admission will be finalized if the result is declared before August 14<sup>th</sup> 2019 in the admission year and the candidate secures min. required % of marks as mentioned above.

**AGE LIMIT:** As per the directives of Government of Madhya Pradesh, there is no upper age limit for admission to various programmes.

**ADMISSION PROCEDURE:**

The admissions will be done as per merit in the entrance test conducted by the University.

**SEATS: 60** (reservation as per state Govt. rules).

**DURATION:** Four Semesters (02 Years)

**Fees Structure:**

## DEVI AHILYA VISHWAVIDYALAYA, INDORE

Semester	Academic Fee	Development & Maintenance Fee	Students' Services Fee		Examination Fee	Total (Rs.)	
			Boys	Girls		Boys	Girls
First	16500	9500	3300	3111	2500	31800	31611
Second	16500	9500	2911	2722	2500	31411	31222
Third	16500	9500	3300	3111	2500	31800	31611
Fourth	16500	9500	2911	2722	2500	31411	31222

- Caution money (Refundable) of Rs. 4000/- will be charged additionally in the first semester.
- Alumni Fee of Rs. 500/- will be charged extra in the first semester.
- If a student repeats a paper(s) in a semester, an additional fee of Rs.500/- per paper shall be payable.
- For NRI/ FN/ PIO Candidates, a fee of US\$ 3500 Per Annum shall be payable on yearly basis. They will have to pay a refundable deposit of US\$ 500 once at the time of admission.
- Hostel Fee and Central Library Fee will be extra.

S. No	CODE	COURSE NAME	CREDIT
<b>SEMESTER I</b>			
1.	MSSF-501	Fundamental of Management	3
2.	MSSF-503	Business Accounting	3
3.	MSSF-505	IT for Business Application	3
4.	MSSF-507	Organisational Behaviour	3
5.	MSSF-509	Quantitative Methods	3
6.	MSSF-511	Business Ethics and Management by Indian Values	3
7.	MSSF-513	Business Communication	3
8.	MSSF-515	Web Designing and Animation	3
9.	MSSF-551	Comprehensive Viva Voce	3
<b>SEMESTER II</b>			
10.	MSSF-502	OOPS Using C++	3
11.	MSSF-504	Relational Database Management	3
12.	MSSF-506	Marketing Management	3
13.	MSSF-508	Computer Networks	3
14.	MSSF-510	e-Business	3
15.	MSSF-512	Research Methodology	3
16.	MSSF-514	Operation Research	3

## DEVI AHILYA VISHWAVIDYALAYA, INDORE

17.	MS5F-516	Java Programming	3
18.	MS5F-552	Comprehensive Viva Voce	3
<b>SEMESTER III</b>			
19.	MS5F-601	Digital Marketing	3
20.	MS5F-603	Software engineering and Project Management	3
21.	MS5F-605	Search Engine Optimization	3
22.	MS5F-607	e-Commerce Application Development using PHP	3
23.	MS5F-609	Data Analytics	3
24.	MS5F-6011	Human Resource management	3
25.	MS5F-651	Comprehensive Viva Voce	3
<b>ELECTIVES COURSES – DSICIPLINE CENTRIC - (Either first two or next two)</b>			
26.	MS5F-621	J2EE Programming	3
27.	MS5F-623	Common Architecture in JAVA	3
28.	MS5F-625	VB. NET Programming	3
29.	MS5F-627	SQL Server	3
<b>SEMESTER IV</b>			
30.	MS5F-602	ITES Marketing and CRM	3
31.	MS5F-604	Strategic Management	3
32.	MS5F-606	Knowledge Management	3
33.	MS5F-608	Cyber Law & Business Regulatory framework	3
34.	MS5F-610	Entrepreneurship	3
35.	MS5F-612	Major Project/ Decision Making Skills	3
36.	MS5F-652	Comprehensive Viva Voce	3
<b>ELECTIVES COURSES – DSICIPLINE CENTRIC - (Either first two or next two)</b>			
37.	MS5F-622	Mobile application development	3
38.	MS5F-624	Data base framework using hibernate	3
39.	MS5F-626	Advance DOT NET Programming	3
40.	MS5F-628	Model View Controller	3
<b>ELECTIVES GENERIC (Any One)</b>			
41.	MS5F-654	Student Research Project	3
42.	MS5F-656	Decision Making Skills	3

### **Programme Outcome:**

After completing MBA (E-Commerce) Programme students are expected to be empowered and encouraged postgraduates with requisite knowledge, skills, abilities and 360 degree exposure of E-Commerce as unique yet integral functional area of business . Moreover, they are expected to have in-depth knowledge of the varied functionalities of E-Commerce ensuring their own global employability as well as possess requisite knowledge, skills and abilities to start their own ventures.