

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. 2 Year Component of 5 Year Integrated MBA (e-Commerce)</b>			
<b>Semester I</b>			
<b>Subject Name</b>	<b>Introduction To UNIX &amp; LINUX</b>	<b>Subject Code</b>	<u>MEC-701</u>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• The objective of this course is to provide students basic knowledge of UNIX Operating System concepts and shell programming.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ul style="list-style-type: none"> <li>• To understand about operating system development and operations .</li> <li>• They will be able to develop technical skills by using operating System.</li> </ul>			
<b>Examination scheme:</b>			
The semester examination worth 60 marks will contain 7/8 questions out of which marks are for internal test and remaining 40 marks will be for assignment, laboratory work, 20 online viva etc.			
<b>Class room contact</b>			
<b>Course Contents</b>			
<b>UNIT –1</b> <b>Introduction to Operating Systems and UNIX:</b>	<ul style="list-style-type: none"> <li>• Concepts of Unix and LINUX</li> <li>• History, and Functions.</li> <li>• The UNIX Operating System:</li> <li>• Back ground, Philosophy,</li> <li>• General Overview of the system,</li> <li>• Introduction to Kernal concepts Help Facility.</li> </ul>	<b>05</b>	

<p><b>Unit-2</b></p> <p><b>The File Systems, Utilities and Filters:</b></p>	<p>2.1 File Systems : Structure of file system</p> <p>2.2 Internal representation of files,</p> <p>2.3 system calls for the file system, pwd, cd ls, cat, mkdir, rmdir, chmod, cp rm, mv commands.</p> <p>2.4 Utilities: more, file wc, od, cmp, comm..., diff, lp, banner, cal, date who tty, sty commands.</p> <p>2.5 Simple Filter: Pr head, tail, cut, paste, sort, unip, nl commands, advanced filters: grep, egrap, sed tr, join, awk, filtering.</p>	<p><b>09</b></p>
<p><b>Unit-3</b></p> <p><b>Shell and Shell Programming:</b></p>	<p>3.1 the Bourne shell : Sh, proceeding a command by its path, combining commands</p> <p>3.2 pattern matching, echo, pipes, tees, shell variables, shell scripts.</p> <p>3.3 Programming with the Shell : System variables, The profile conditional execution, script termination, if, case, while-until, for, et and shifts statements..</p>	<p><b>09</b></p>
<p><b>Unit- 4</b></p> <p><b>The Process:</b></p>	<p>4.1 The structure of process, process control,</p> <p>4.2 process scheduling and time,</p> <p>4.3 Shell process, parent and children process,</p> <p>4.4 process status, system process, multiple job in background, wait command, premature termination of a process,</p> <p>4.5 job execution with low priority, multiple jobs in foreground-shell layers, timing processes.</p>	<p><b>08</b></p>
<p><b>Unit -5</b></p> <p><b>Communicating and Scheduling</b></p>	<p>5.1 Bulletin Board, Message of the day,</p> <p>5.2 Two way communication</p> <p>5.3 Insulation from the other users, using Mailbox</p> <p>5.4 Address all users, Delay,</p> <p>5.5 Execute in shell script later, running jobs periodically.</p>	<p><b>05</b></p>
<p><b>Unit-6</b></p> <p><b>System Administration</b></p>	<p>6.1 Super user, security,</p> <p>6.2 user services, floppy disk management,</p> <p>6.3 operation, file system administration, backups.</p>	<p><b>05</b></p>

<b>Unit-7 Introduction to Linux Operating System</b>	7.1 Introduction to Linux Basic Commands & Utilities.	<b>04</b>
<b>TOTAL CLASSROOM CONTACT SESSIONS</b>		<b>45</b>
<b>Learning Resources:</b>  <b>Text Books:</b> <ul style="list-style-type: none"> <li>• Peter Norton, Guide to Unix, New Delhi BPB Publication</li> <li>• Sumitabha Das, Unix Concepts and application, New Delhi, Tata McGraw Hill</li> </ul> <b>Reference Books :</b> <ul style="list-style-type: none"> <li>• Promod Koparkar, Unix for you, New Delhi, Tata McGraw Hill.</li> </ul>		
<b>M.B.A. 2 Year Component of 5 Year Integrated MBA (e-Commerce)</b>  <b>Semester I</b>		
<b>Subject Name</b>	<b>Internet and Network Security</b>	<b>Subject Code</b> <u>MEC-702</u>
		<b>Total Credits</b> <b>03</b>
<b>Subject Nature: CORE</b>		
<b>Course Objective:</b>  <b>The objective of this course is to provide students the knowledge of Internet and network security.</b>		
<b>Learning Outcome:</b>  <b>At the end of the course students should be able to;</b>  <b>To understand about networking and network ,internet security related Skills.</b>		
<b>Examination scheme:</b>  <b>The semester examination worth 60marks will contain 7/8 questions out of which marks are for internal test and remaining 40 marks will be for assignment, laboratory work,</b>		

online viva etc.

Class room contact

## Course Contents

<b>UNIT –1</b> <b>System Administration</b>	<ul style="list-style-type: none"><li>• Introduction to network setup</li><li>• Configuring properly</li><li>• +Hardening an OS</li><li>• Root kits, Backdoors,</li><li>• Honey pots</li><li>• TCP/IP refresher.</li></ul>	<b>05</b>
<b>Unit-2</b> <b>Foundations of Information Security</b>	<ul style="list-style-type: none"><li>• Cryptography and Cryptanalysis</li><li>• Primitives: Symmetric Encryption, Asymmetric Encryption / Signing</li><li>• Modification Check Values, Random Number Generation</li><li>• PKI (Public Key Infrastructure)</li><li>• Access Control.</li></ul>	<b>07</b>
<b>Unit-3</b> <b>Network Security Integration and Link Layer Security Protocols</b>	<ul style="list-style-type: none"><li>• Basic Design Space of Security Integration</li><li>• Pragmatic Internet Computing Model and Different Security Requirement Levels</li><li>• Discussion of Integration into Lower vs. Higher Protocol Layers and into End Systems vs. Intermediate Systems</li><li>• Link Layer Security Protocols: Point to Point Protocol, Point to Point Tunneling Protocol, Layer 2 Tunneling Protocol</li><li>• Virtual Private Networks: Definition and Design Alternatives</li></ul>	<b>09</b>

<p><b>Unit- 4</b></p> <p><b>Internet Security Architecture (IPSec)</b></p>	<ul style="list-style-type: none"> <li>• Basic Security Deficits of the Internet Protocol</li> <li>• Security Objectives of IPSec</li> <li>• IPv6</li> <li>• Overview on Concepts: Security Associations, Security Association Database, Security Policy Database, Security Protocols</li> <li>• Transport Mode and Tunnel Mode</li> <li>• Authentication Header (AH)</li> <li>• Encapsulating Security Payload (ESP)</li> <li>• Authentication and Key Management</li> </ul>	<p><b>08</b></p>
<p><b>Unit -5</b></p> <p><b>Transport Layer Security Protocols and Fire walls</b></p>	<ul style="list-style-type: none"> <li>• Secure Socket Layer / Transport Layer Security (SSL/TLS)</li> <li>• Secure Shell (SSH)</li> <li>• Basic Firewall Concepts</li> <li>• Firewall Architectures</li> <li>• Packet Filtering</li> <li>• Proxy Services and Bastion Hosts</li> </ul>	<p><b>06</b></p>
<p><b>Unit-6</b></p> <p><b>Well Known Security Breaches</b></p>	<ul style="list-style-type: none"> <li>• Hacker vs. attacker vs. cracker</li> <li>• Virus, Worms, and Trojan Horses</li> <li>• Structure of a computer virus</li> <li>• Anti-virus programs and Preventive techniques</li> </ul>	<p><b>05</b></p>
<p><b>Unit-7</b></p> <p><b>Security in Wireless and Mobile Networks</b></p>	<ul style="list-style-type: none"> <li>• Specific Threats in Mobile Communications</li> <li>• Security of Wireless Local Area Networks according to IEEE 802.11</li> <li>• GSM/GPRS/UMTS Security Concepts and Protocols</li> <li>• Outlook on Security for Mobile Internet Communications</li> </ul>	<p><b>05</b></p>
<p><b>TOTAL CLASSROOM CONTACT SESSIONS</b></p>		<p><b>45</b></p>

**Learning Resources:****Text Books:**

**Latest Edition** Günter Schäfer. *Security in Fixed and Wireless Networks*. John Wiley & Sons.

**Reference Books :**

- A. J. Menezes, P. C. Van Oorschot, S. A. Vanstone. *Handbook of Applied Cryptography*. CRC Press Series on Discrete Mathematics and Its Applications, CRC Press.
- J. Schiller. *Mobile Communications*. second edition, Addison-Wesley.

W. Stallings. *Cryptography and Network Security: Principles and Practice*. Prentice Hall.

<b>INSTITUTE OF MANAGEMENT STUDIES</b>								
<b>M.B.A. 2 Year Component of 5 Year Integrated MBA (e-Commerce)</b>								
<b>Semester I</b>								
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><b>Subject Name</b></td> <td style="width: 40%; text-align: center;"><b>OBJECT ORIENTED ANALYSIS &amp; DESIGN using UML</b></td> <td style="width: 20%;"><b>Subject Code</b></td> <td style="width: 20%;"><u>MEC-703</u></td> </tr> <tr> <td></td> <td></td> <td><b>Total Credits</b></td> <td style="text-align: center;"><b>03</b></td> </tr> </table>	<b>Subject Name</b>	<b>OBJECT ORIENTED ANALYSIS &amp; DESIGN using UML</b>	<b>Subject Code</b>	<u>MEC-703</u>			<b>Total Credits</b>	<b>03</b>
<b>Subject Name</b>	<b>OBJECT ORIENTED ANALYSIS &amp; DESIGN using UML</b>	<b>Subject Code</b>	<u>MEC-703</u>					
		<b>Total Credits</b>	<b>03</b>					
<b>Subject Nature: CORE</b>								
<b>Course Objective:</b> The objective of the course is to provide conceptual knowledge of Object Oriented Methodology.								
<b>Learning Outcome:</b> <b>At the end of the course students should be able to;</b> <b>To understand about the object oriented concept and real application of those concept using UML.</b>								
<b>Examination scheme:</b> 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								

Class room contact

## Course Contents

<b>UNIT –1</b>	<b>Overview of objects oriented concepts:</b>  1.1 Introduction to Objects Oriented approach. 1.2 Object Oriented programming language. 1.3 Complex systems. 1.4 Evolution of the object model. 1.5 Elements of the object model.	<b>09</b>
<b>Unit-2</b>	<b>Classes and objects:</b>  2.1 Nature of an object and their relationship. 2.2 Nature of a class and their relationship, 2.3 classification, identifying classes and objects. 2.4 Key abstractions and mechanisms.	<b>09</b>
<b>Unit-3</b>	<b>Introduction to UML:</b>  3.1 Conceptual model. 3.2 Components and advantages of UML. 3.3 Types of development processes, 3.4 Create, analysis and evaluation of use cases.	<b>09</b>
<b>Unit- 4</b>	<b>Analyses, State Diagrams and Activity Diagrams:</b>  4.1 Analysis of requirements and system behavior to develop a conceptual model. 4.2 System diagrams and system operation contract state and activity diagrams.	<b>06</b>
<b>Unit -5</b>	<b>Interaction Diagrams, Class Diagrams and Packages:</b>  5.1 Creation and interpretation of diagrams to represent a dynamic and static model of a system (Packages).	<b>06</b>
<b>Unit-6</b>	<b>Patterns, Implementation and Construction:</b>  6.1 CRC card design, deployment diagrams, 6.2 component diagrams and their combination.	<b>06</b>

	<p>6.3 Mapping designs with a programming language</p> <p>6.4 the advantages of iterative and incremental development process.</p>	
<b>TOTAL CLASSROOM CONTACT SESSIONS</b>		<b>45</b>
<p><b>CASE STUDY:OOAD and UML into a development phase.</b></p> <p><b>Learning Resources: Recommended Books Latest Edition</b></p> <p><b>Text Books:</b></p> <ul style="list-style-type: none"> <li>• Grady Booch, “Object oriented analysis and design”, Addison Wesley publishing company.</li> <li>• Bajarne Strustup, “The C++ programming language”. Addison Wesley Publishing company.</li> <li>• Grady Booch, “The Unified Modeling Language user guide”, Pearson Education ASIA.</li> </ul> <p><b>Reference Books :</b></p> <ul style="list-style-type: none"> <li>• Rumbaugh, “Object Oriented modeling and design” prentice-hall of India P. Ltd.</li> <li>• Pierre-Alain Mulle, “Instant UML” Shroff Publishers &amp; Distributors P. Ltd.</li> </ul>		



<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. 2 Year Component of 5 Year Integrated MBA (e-Commerce)</b>			
<b>Semester I</b>			
<b>Subject Name</b>	<b>Internet Scripting Languages</b>	<b>Subject Code</b>	<u>MEC 704</u>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• <b>The objective of this course is to let the student develop their skills in making web Site development by using scripting languages</b></li> </ul>			
<b>Learning Outcome:</b>			
<p><b>At the end of the course students should be able to;</b>  <b>To understand about website development in Software field and will be able to develop website by using scripting languages.</b></p>			
<b>Examination scheme:</b>			
<p><b>The semester examination is worth 60marks and 40marks for internal assessment. Students will have to answer five questions out of 7/8 questions</b></p>			
<b>Course Contents</b>			
<b>UNIT –I Hypertext markup language</b>	1.1 introduction to Hypertext Markup Language(HTML) 1.2 _Basic of HTML Tags 1.3 HTML Forms, How forms work, <Form>element action, method, 1.4 <input > element-: text, submit ,radio, checkbox, textarea 1.5 <Select > element -: option rang<input>,number<input>,date<input> 1.6 Frames ,Table in HTML. 1.7 Text Formatting tag, Applying images to web pages, 1.8 Introduction to Cascading Style sheet(CSS) 1.9 List in HTML ,Ordered List ,Unordered list 1.10 Form submission using GET and POST method 1.11 Defining session and HTTP protocol.		<b>09</b>

<b>Unit-2 Java Script</b>	2.1 Introduction to java script 2.2 variables and Loops 2.3 event handler in java script 2.4 Java Script confirm box, functions in javascript 2.5 java script form validations 2.6 Java Script alerts	<b>09</b>
<b>Unit-3 Basic of PHP</b>	3.1 Introduction to server side scripting language PHP 3.2 PHP History, Features of PHP language, Web Architecture:  3.3 Web Servers, Web Browsers. <ul style="list-style-type: none"> <li>• N-tier Architecture.</li> <li>• Client &amp; Sever- side Technologies:-CGI, Asp, jsp.</li> <li>• Scripting Languages :- Sever Side, Client Side.</li> </ul> 3.4 Data Types, Variable, expression, naming conventions 3.5 Operator and Loops : while, do-while, for. 3.6 performance and merits of scripting languages 3.8 writing a basic PHP script with HTML  3.8 Layout of Php Program, Various type of Comments  3.9 Output Using Echo, Print  3.10 Variable, Static Variables, Constants Declaration ,operators  3.10 String-Single quoted and double quoted Various String  3.11 Include and require constructs .	<b>09</b>
<b>Unit- 4 Dynamic HTML</b>	4.1 Introduction to Dynamic HTML 4.2 Dynamic HTML Fundamentals 4.3 working with colors, text ,fonts 4.4 Form with styles 4.5 Java script with Dynamic HTML 4.6 Java script function with DHTML	<b>08</b>
<b>Unit -5 Basic of XML</b>	5.1 Introduction to XML programming 5.2 Basic of XML 5.3 XML Use, XML Development Goals 5.4 XML Syntax 5.5 XML Declaration	<b>05</b>
<b>Unit-6 Minor project</b>	6. student require to make a minor project by using Scripting languages by making proper coding and designing of the project and without using any built in designing template.	<b>05</b>
<b>TOTAL CLASSROOM CONTACT SESSIONS</b>		<b>45</b>

**Learning Resources:****Text Books:**

1. **HTML –Practical HTML 4 by Phillips ; publisher : prentice hall of India**
2. **Web Enabled commercial application development using HTML,DHTML, Javascript , perl,CGI by Bayross; Publisher BPB Publications**
3. **Java Script - Adobe Acrobat 7.0 official javascript reference by Adobe BPB Publications**
4. **PHP- Wrox Publication**
5. **Beginning XML- Wrox publication.**

**Reference Books :**

1. **PHP and Mysql Bible –Willy dreamtech publication**
2. **JavaScript :The Definitive Guide , Fourth Edition By David Flangan By O'Reilly Publication**
3. **XML by Example (By Example) By Benoit Marchal**
4. **Head Frist java script programming by Eric Freeman and Elisabeth- shroff publishers Distributor private Limited.**
5. **Head Frist HTML5 Programming by Eric Freeman and Elisabeth-shroff publishers Distributor private Limited.**

**Web References:**

1. Website: [www.php.net](http://www.php.net), [www.mysql.org](http://www.mysql.org)

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (e-Commerce) 2 Year Component of 5 Year Integrated Programme Semester I</b>			
<b>Subject Name</b>	<b>Advances in e- Commerce</b>	<b>Subject Code</b>	<b>MEC-705</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• To explore the current e-Commerce technology and business integration.</li> <li>• To develop and make skillful foundation in students to apply technology into commerce and business.</li> <li>• To enhance ability by providing knowledge about the security concerns and advance e-Payment system.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>1. Understand the need and available solution fit to commerce and business.</li> <li>2. Bridge the gap between conventional systems to modern system.</li> <li>3. Futuristic vision towards the best and optimized utilization of advance technology platforms.</li> </ol>			
<b>Examination scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>UNIT –I Concept and Fundamentals of e-Commerce</b>	<b>1.1</b> eCommerce Concepts: Introduction, e-Business v/s e-commerce, <b>1.2</b> eCommerce Growth in India and World. <b>1.3</b> e-Business Models : Any two classifications used by authors		<b>07</b>
<b>Unit-2 e- Business Design Tools</b>	<b>2.1</b> Strategy approaches (Planning for e-commerce), infrastructure requirements <b>2.2</b> Technology Options: Network Platforms (Web architecture, hardware platform, and operating systems, <b>2.3</b> servers: exchange servers, commerce servers, database servers, web servers <b>2.4</b> Network options (service providers, wideband telecommunication connections. Local connection infrastructure, platform infrastructure		<b>08</b>
<b>Unit-3 Software Tools</b>	<b>3.1</b> Software Tools Introduction to XML its application, Data standards for e-Business,		<b>08</b>

<b>and their Features</b>	3.2 EDI, OTP, OBI, Modem, Data Mapping, Data transformation with XML 3.3 Data Access and transfer 3.4 Minor Project	
<b>Unit- 4 e-Payment System</b>	4.1 Electronic Payment Systems: EFT 4.2 e-Cash, e-Wallets: implementation, business issues 4.3 Smart cards, credit and debit cards.	<b>05</b>
<b>Unit -5 Security Issues of e-Commerce Platforms</b>	5.1 Electronic commerce security myths security protocols security standards (Keys) 5.2 Payment and purchase order process, certificate X509v3, Verisign certificate 5.3 Payment and security requirements, cyber laws pertaining to Digital signature and certifying authorities.	<b>12</b>
<b>Unit-6 Implementation and Telecommunication Services</b>	6.1 Capability evaluation, Design selection, Differentiation Strategies Implementation Cases, Problems Customer retention 6.2 Telecom scenario in India – A case study	<b>05</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>

**Learning Resources:**

**Text Books:**

1. Lawrence Erlbaum Associates, Incorporated, 2003
2. Aidan Finn, Darril Gibson, Kenneth van Surksun, “Mastering Windows-7 Deployment”, Wiley/Sybex.

**Reference Books:**

1. Advances in Mobile Commerce Technologies, Ee-Peng Lim, Keng Siau, Idea Group Publishing.
2. Trends in E-Business, E-Services, and E-Commerce: Impact of Technology on Goods, Services and Business Transactions, Lee In, Business Science References (IGI Global).

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
CLASS AND SEMESTER		Batch:	2017-2019
Subject Name	Professional Communication and Negotitation skill	Subject Code	MEC-706
Subject Nature	Ability enhancement		
<b>Course Objective:</b> To help the student acquire the theoretical and practical knowledge of oral, written and interpersonal skills of communication in business, so as to improve his managerial abilities.			
<b>Learning Outcomes:</b> To identify objectives, analyze audiences, and choose the most effective structure and style for delivering strategically sound written and spoken messages in a dynamic and diverse business environment.			
<b>Examination Scheme:</b> The internal assessment will be of 40 marks based on three assessments of 20 marks each, out of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 40 marks and have theory questions. Section B will be of 20 marks and consist of case(s).			
Course Contents			
Unit	Content	No. of hours	
<b>1</b>	<b>Nature of Business Communication</b>	10	
1.1	Need, importance and purposes of communication in organizations		
1.2	Elements and environment of communication		
1.3	Models of communication		
1.4	Forms and networks of organizational communication		
1.5	Types of communication barriers and how to overcome them		
1.6	Listening, types of listening and effective listening		
1.7	Elements of effective communication		
<b>2</b>	<b>Non-verbal Communication</b>	7	
2.1	Importance of appearance and how to use it as a tool in communication		
2.2	Body language and oculesics		
2.3	Paralanguage		
2.4	Proxemics		
2.5	Chronemics		
2.6	Haptics		
2.7	Using non-verbal tools (oral and written) to communicate effectively		
<b>3</b>	<b>Presentations, Interviews, Group Discussions and Business Meetings</b>	10	
3.1	Preparation of content for presentation		
3.2	Understanding the audience		
3.3	Importance of rehearsals		
3.4	Using visual aids in presentations		
3.5	Handling questions		
3.6	Writing a resume'		
3.7	Types of interviews		
3.8	Preparation for an interview		
3.9	Do's and don'ts during an interview		
3.10	Understanding the group in a group discussion		

3.11	Do's and don'ts in a group discussion	
3.12	Meetings in business and its types	
3.13	Notice and agenda	
3.14	Minutes of a meeting	
3.15	Mannerisms, etiquettes and assertiveness in oral communication	
<b>4</b>	<b>Business Writing</b>	<b>8</b>
4.1	Types of business letters	
4.2	Structure and format of letters	
4.3	Memorandums and circulars	
4.4	e-mails	
4.5	Text messaging	
4.6	Report writing	
4.7	Importance of written communication	
4.8	Appropriate tone in business writing	
<b>5</b>	<b>Negotiation Skills</b>	<b>4</b>
5.1	Need for negotiation	
5.2	Process of negotiation	
5.3	Barriers to negotiation and how to overcome them	
<b>6</b>	<b>Issues in Communication</b>	<b>6</b>
6.1	Handling diversity (gender, culture, ethnicity, etc.)	
6.2	Tolerance and acceptance of diversity	
6.3	Emotional intelligence and its impact on communication	
6.4	Social intelligence and its impact on communication	
6.5	Ethics in communication	
<b>Learning Resources:</b>		
<b>Text Books:</b>		
M.Raman and P.Singh, <b>Business Communication</b> , latest edition, Oxford University Press, India.		
<b>Reference Books:</b>		
William V. Ruch, <b>Business Communication</b> , Maxwell Macmillan, New York.		
Lani Arredono, <b>The McGraw-Hill 36-Hour Course: Business Presentation</b> , McGraw-Hill, New York.		
Bill Scott, <b>The Skills of Communication</b> , Jaico, Bombay.		
Ronald E. Dulek and John S. Fielden, <b>Principles of Business Communication</b> , McMillan, New York.		
Dalmer Fisher, <b>Communication in Organizations</b> , Jaico Publishing House, India.		
M. E. Guffy, <b>Essentials of Business Communication</b> , Thomson Publication.		
Shirley Taylor, <b>Communication for Business</b> , Pearson Education.		

<b>INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE</b>			
<b>CLASS AND SEMESTER</b>		<b>Batch</b>	2017-2019
<b>Subject Name</b>	<b>Entrepreneurship</b>	<b>Subject Code</b>	MEC-707
<b>Subject Nature</b>	Generic		
<b>Course Objective:</b> To help the student acquire the theoretical and practical knowledge of entrepreneurial venture creation.			
<b>Learning Outcomes:</b> 1. Students will understand the theoretical and practical dimensions of entrepreneurship in the perspective of the current socio-economic scenario especially in India; 2. Students will get in-depth knowledge of various requisites of a new venture and the support available from various agencies.			
<b>Examination Scheme:</b> The internal assessment will be of 40 marks based on three assessments of 20 marks each, out of which best two will be considered. The end semester examination will be worth 60 marks having theoretical and practical questions and/or cases.			
<b>Course Contents</b>			
<b>Unit</b>	<b>Content</b>	<b>No. of hours</b>	
<b>1</b>	<b>Introduction</b>	10	
1.1	Entrepreneur, entrepreneurship, types, roles, traits, myths of entrepreneurship		
1.2	Importance of entrepreneurship in the current socio-economic scenario		
1.3	Entrepreneur vs. Intrapreneur, Entrepreneur vs. Manager		
1.4	Entrepreneurial environment: social, cultural, economic, political, technological, international		
1.5	Women entrepreneurship: social and psychological perspectives, govt. policy and support, challenges, strategies for empowerment		
<b>2</b>	<b>Theories of Entrepreneurship</b>	8	
2.1	Economic theories		
2.2	Psychological theories		
2.3	Sociological theories		
2.4	Models of entrepreneurship		
<b>3</b>	<b>The Business Plan</b>	12	
3.1	Creativity and innovation		
3.2	Scanning of business environment		
3.3	Identifying an opportunity		
3.4	Idea generation and incubation		
3.5	Criteria for project selection		
3.6	Steps in project formulation		
3.7	Project feasibility study: market, technological, economic, socio-cultural and ecological analysis		
3.8	Writing the business plan		
3.9	Choice of Organization: Sole proprietorship, partnership, joint stock, cooperative, Hindu Undivided Family		
<b>4</b>	<b>Financial Support to Entrepreneurs</b>	8	
4.1	Venture Capital: concept, aim and features		
4.2	Steps of venture capital financing		
4.3	Sources of venture capital		
4.4	Criteria to provide venture capital finance		
4.5	Commercial banks		
4.6	Institutions: KVIC, IDBI, SIDBI, SIDO, IFCI, IRBI, SFC, ICICI, LIC UTI,		



	EXIM Bank	
<b>5</b>	<b>Small and Medium Scale Enterprises</b>	<b>7</b>
5.1	Micro, small and medium scale enterprises	
5.2	Policy initiatives for SMEs	
5.3	Problems and prospects of SMEs	
5.4	Causes, symptoms and cure of industrial sickness in SMEs	
<b>Learning Resources:</b> <b>Text Books:</b> P. Narayana Reddy, Entrepreneurship (Text and Cases), Cengage Learning. <b>Reference Books:</b> P. Charantimath, Entrepreneurship Development Small Business Enterprises, Pearson Education. S.K. Mohanty, Fundamentals of Entrepreneurship, PHI.		

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. 2 Year Component of 5 Year Integrated MBA (e-Commerce)</b>			
<b>Semester I</b>			
<b>Subject Name</b>	<b>Search Engine Optimization</b>	<b>Subject Code</b>	<u>ME708</u>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>The objective of this course is to provide the students basic knowledge of current internet marketing special reference to e-commerce.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
To understand about Search Engine Optimization .			
They will be able to develop technical skills about optimization of web pages.			
<b>Examination scheme:</b>			
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			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>UNIT –I</b> Introduction to Internet Marketing	<ol style="list-style-type: none"> <li>1. Introduction to Internet Marketing: Definition,</li> <li>2. Scope, Advantages &amp; Disadvantages,</li> <li>3. Process, and SEO Strategies.</li> </ol>		<b>08</b>
<b>Unit-2</b> HTML	<ol style="list-style-type: none"> <li>2.1 HTML: Important HTML Tags,</li> <li>2.2 Use of HTML Tags,</li> <li>2.3 Code Verification &amp; Validation</li> </ol>		<b>08</b>

<p align="center"><b>Unit-3</b> <b>Search Engines</b></p>	<p>3.1 Search Engines: 3.2 Introduction of Search Engines, 3.3 Search Engines Vs Web Directories, 3.4 PR concept, SE Algorithms, 3.5 SERP, SE Crawler, 3.6 SE Submission &amp; Indexing, 3.7 Google Dance and Sand Effect.</p>	<p align="center"><b>09</b></p>
<p><b>Unit- 4</b> <b>Search Engine Optimization</b></p>	<p>4.1 Search Engine Optimization 4.2 Industry Analysis, Site Analysis, 4.3 Competitor Analysis, 4.4 Keyword Analysis and Research, 4.5 Meta Creation, Navigation &amp; Linking Strategies, 4.6 Content SEO, 4.7 other Supplementary SEO, Static SEO &amp; Dynamic SEO, 4.8 Landing Page, Landing Sites, 4.9 Call to Actions, SEO Tools, 4.10 Design Issues, 4.11 Gsitemap, 4.12 Page Redirect methods.</p>	<p align="center"><b>08</b></p>
<p><b>Unit -5</b> <b>Link Building Strategies</b></p>	<p>5.1 Link Building Strategies 5.2 Linking Concept, 5.3 Link Exchange, Free &amp; Paid Directory Submission 5.4 Web Traffic Analysis: Web Stats Tools, 5.5 Traffic Analysis, 5.6 Configuring Tools using wizards, 5.7 Tracking End-users.</p>	<p align="center"><b>05</b></p>
<p align="center"><b>Unit-6</b> <b>Lab Sessions</b></p>	<p>6.1 Lab Sessions: Introducing the realistic approach of SEO.</p>	<p align="center"><b>07</b></p>
<p align="center"><b>TOTAL CLASSROOM CONTACT SESSIONS</b></p>		<p align="center"><b>45</b></p>

**Text Books:**

1. Search Engine Optimization for Dummies by Peter Kent.
2. SEO Book by Aaron Walls.

**Reference book :**

Search Engine Marketing by Mike Grehan