

M.B.A. 2 Year Component of 5 Year Integrated MBA (e-Commerce)			
Batch ( 2017- 2019)			
Semester III			
Subject Name	DATA ANALYTICS	Subject Code	
		Total Credits	03
<b>Subject Nature: GENERIC</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>☐ To familiarize participants with concepts and applications of data analytics.</li> <li>☐ To acquaint participants with the challenges of data preparation and implementation.</li> <li>☐ To understand and design data driven models for business decision making.</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 the role of data analytics, data mining and business analytics within an organization.</li> <li>• Compute and analyze data using statistical and data mining techniques</li> <li>• Design and develop process of improving the decision making (relevance and quality).</li> </ul>			
<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.			
Course Contents			No. of Sessions
<b>Unit - 1 Introduction to Data Analytics</b>	Understanding need of data analytics for business organization, application of data analytics at different levels of business organization, concept of data, information, knowledge discovery, data quality issues, analytics, data mining, data analytics, applications of data analytics, business analytics and business intelligence.		<b>06</b>
<b>Unit - 2 Examining Data – Exploration and Transformation</b>	<p>Creating MS- Excel sheet and performing operations on MS-Excel Sheet - Formatting cells, inserting functions (min, max, average, sum, count, countif, etc.), copying functions and text, analysis using if – else, performing descriptive statistics &amp; summary statistics on the data set, data analysis using Pivot charts &amp; graphs, VLOOKUP, What-if Analysis, sorting, filtering. Creating charts/ graphs (histogram, scatter plot, line chart etc.) and Data Visualization using XL Miner for data exploration.</p> <p>Overview of statistical perspective – Understanding mean, median, mode, correlation analysis, normal distribution, standard deviation, variance, histogram, testing of normality, Kurtosis</p> <p>Handling Missing values, detection and handling of Outliers using Box- Whisker method, Data Exploration and Dimension Reduction using Principal Component Analysis (PCA).</p>		<b>12</b>

<b>Unit - 3 Data Modeling</b>	Supervised and unsupervised learning, inferential and predictive statistics, data types, variables types, data normalization and preparation, partitioning of data into training, validation and test data sets, Data driven modelling, Introduction to regression modeling, model preparation using regression techniques, data modelling using multiple linear regression, tree regression and introduction to Logistic Regression. Decision making using data driven models.	<b>12</b>
<b>Unit-4 Data Modeling using ANN</b>	Data analytics using non-parametric, Concepts and structure of an Artificial Neural Networks (ANN), Fitting in network to data and understanding various parameters of ANN. Introduction to Support Vector Machine and Evolutionary Techniques for data analytics.	<b>04</b>
<b>Unit – 5 Introduction to Latest Trends</b>	Introduction to the latest trends in Data Analytics for business organizations - Introduction to association rule, Discovering association rules in traditional Datasets, text mining, social network analysis.  Case study, simulations, discussion and applications in various functional areas.	<b>06</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>40</b>
<p><b>Learning Resources:</b></p> <ol style="list-style-type: none"> <li>1. Galit Shmueli, Nitin R. Patel and Peter C. Bruce, “Data Mining for Business Intelligence – Concepts, Techniques and Applications”, Wiley India, 2016 (reprint).</li> <li>2. Anil Maheshwari, “Data Analytics”, McGraw Hill Education, 2017</li> <li>3. Software used - MS- Excel and Frontline Solvers XLMiner (Cloud based or student version)</li> </ol> <p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>4. Michael J. Berry and Gordon S. Linoff, Data Mining Techniques: For Marketing, Sales and Customer Relationship Management, Wiley &amp; Sons, 3rd Edition.</li> <li>5. Joseph F. Hair, William C. Black, Barry J. Babin , Rolph E. Anderson, Multivariate Data Analysis , Pearson Education, 7th Edition, 2010.</li> </ol>		

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. 2 Year Component of 5 Year Integrated MBA (e-Commerce)			
Batch ( 2017- 2019)			
Semester III			
Subject Name	E-commerce application development using PHP	Subject Code	
		Total Credits	03
Subject Nature: CORE			
<b>Course Objective:</b> The objective of this course is to provide the students basic knowledge of PHP application development special reference to e-commerce.			
<b>Learning Outcome:</b> At the end of the course students should be able to; To understand about PHP programming using for web application development .			
<b>Examination scheme:</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, online viva etc.			
<b>Class room contact</b> <b>Course Contents</b>			
<b>UNIT –1</b> <b>Web Applications</b>	<ul style="list-style-type: none"> <li>• Web Architecture: Web Servers, Web Browsers.</li> <li>• N-tier Architecture.</li> <li>• Client &amp; Sever- side Technologies:-CGI, Asp, jsp.</li> <li>• Scripting Languages :- Sever Side, Client Side.</li> <li>• Working of Web-Server.</li> <li>• Introduction to PHP:- History,</li> </ul>		08

	<ul style="list-style-type: none"> <li>• Advantages and Disadvantage of using php.</li> </ul>	
<b>Unit-2</b> <b>Basic Language Constructs</b>	<ul style="list-style-type: none"> <li>• Layout of Php Program</li> <li>• Various type of Comments</li> <li>• Variable, Static Variables</li> <li>• Constants Declaration &amp; Scope</li> <li>• Output Using Echo, Print</li> <li>• String-Single quoted and double quoted</li> <li>• Various String Manipulation Functions.</li> <li>• Include &amp; Require</li> </ul>	<b>08</b>
<b>Unit-3</b> <b>Control &amp; Functions</b>	<ul style="list-style-type: none"> <li>• Logical operators, Comparison operators, Ternary Operator.</li> <li>• Branching using if-else.</li> <li>• Lopping using do-while, while loop, for loop,</li> <li>• Break &amp; Continue, Bounded Versus Unbounded Loops.</li> <li>• Arrays and Array Functions.</li> <li>• Prototype of functions</li> <li>• Declaration and Calling,</li> <li>• Function Scope.</li> <li>• Formal Parameter v/s Actual Parameters , Recursion</li> </ul>	<b>10</b>
<b>Unit- 4</b> <b>Advanced Php Programming</b>	<ul style="list-style-type: none"> <li>• Introduction to oops,</li> <li>• Building Blocks of oops-Abstraction, Inheritance, Polymorphism.</li> <li>• Basic PHP constructs for oop,</li> <li>• constructor and destructor.</li> <li>• Defining classes, Inheriting a class,</li> <li>• Object Declarations.</li> <li>• Exceptions &amp; Exceptions Handling.</li> <li>• File Handling &amp; System Functions.</li> </ul>	<b>09</b>

<p><b>Unit -5</b></p> <p><b>Passing Information b/w Pages &amp; Generating Dynamic Pages</b></p>	<ul style="list-style-type: none"> <li>• Http protocol ,GET &amp; POST method, IP Addresses.</li> <li>• Connecting to Database, Making Queries.</li> <li>• Inserting &amp; Fetching Data Sets.</li> <li>• Displaying Formatted Results on web page.</li> <li>• Session Management.</li> </ul>	<p><b>10</b></p>
<p><b>TOTAL CLASSROOM CONTACT SESSIONS</b></p>		<p><b>45</b></p>
<p>Learning Resources:</p> <p>Text Books:</p> <ol style="list-style-type: none"> <li>1. PHP &amp; MYSQL Bible by by Tim Converse,Joyce Park,Clark Morgan</li> <li>2. Head First PHP &amp; MySQL by Lynn Beighley and Michael Morrison</li> <li>3. PHP: The Complete Reference by Steven Holzner</li> <li>4. Beginning PHP5, Apache, and MySQL Web Development by Elizabeth Naramore, Jason Gerner, Jeremy Stolz, and Michael K. Glass</li> </ol> <p>Website: <a href="http://www.php.net">www.php.net</a>, <a href="http://www.mysql.org">www.mysql.org</a></p>		

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. 2 Year Component of 5 Year Integrated MBA (e-Commerce)			
Batch ( 2017- 2019)			
Semester III			
<b>Subject Name</b>	<b>SUPPLY CHAIN MANAGEMENT</b>	<b>Subject Code</b>	
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: CORE</b>			
<b>Course Objective:</b> The course aims at developing an understanding of Supply Chain Management and its significance in the managerial process.			
<b>Learning Outcome:</b> At the end of the course students should be able to; To understand about Supply Chain Management and its significance and use in the business process.			
<b>Examination scheme:</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, online viva etc.			
<b>Class room contact</b>  <b>Course Contents</b>			
<b>UNIT –1</b> <b>Introduction and A Strategic View of Supply Chains</b>	<ul style="list-style-type: none"> <li>• Introduction to supply chain.</li> <li>• Definition, complexity, key issues.</li> <li>• Centralized vs. decentralized systems.</li> <li>• The Role of Supply Chain Management in Economy and Organization</li> <li>• Supply Chain Strategy and Performance Measures</li> <li>• Outsourcing: Make versus Buy</li> </ul>	<b>09</b>	

<p><b>Unit-2</b> <b>Managing Material Flow in Supply Chains</b></p>	<ul style="list-style-type: none"> <li>• Managing Material Flow in Supply Chains</li> <li>• Inventory Management</li> <li>• Various costs in inventory management and need.</li> <li>• Deterministic models and discounts.</li> <li>• Probabilistic inventory management.</li> <li>• Transportation</li> <li>• Network Design and Operations: Facility Location</li> </ul>	<p><b>09</b></p>
<p><b>Unit-3</b> <b>Managing Information Flow in Supply Chains</b></p>	<ul style="list-style-type: none"> <li>• Need for forecasting.</li> <li>• Quantitative methods and Demand Forecasting</li> <li>• The Role of Information Technology in Supply Chain Management</li> <li>• Enabling supply chain through IT.</li> <li>• ERP vendor platforms.</li> <li>• Service oriented architecture (SOA).</li> <li>• RFID.</li> </ul>	<p><b>09</b></p>
<p><b>Unit- 4</b> <b>Logistics in supply chains.</b></p>	<ul style="list-style-type: none"> <li>• Distribution and logistics in supply chains</li> <li>• Direct shipment/intermediate storage policies.</li> <li>• Vehicle routing models.</li> <li>• Third-party logistics.</li> </ul>	<p><b>09</b></p>
<p><b>Unit -5</b> <b>Supply Chain Innovations</b></p>	<ul style="list-style-type: none"> <li>• Supply Chain Integration</li> <li>• Supply Chain Restructuring</li> <li>• Agile Supply Chains</li> <li>• Pricing and Revenue Management</li> </ul>	<p><b>09</b></p>
<p><b>TOTAL CLASSROOM CONTACT SESSIONS</b></p>		<p><b>45</b></p>

Learning Resources:

Text Books:

1. Shah Janat, "Supply Chain Management-Text and Cases", New Delhi: Pearson

Education, Latest Edition

2. Chopra Sunil, Meindl Peter, Kalra D.V., "Supply Chain Management-Strategy,

Planning, and Operation", New Delhi: Pearson Education, Latest Edition

3. Sinha Amit, Kotzab Herbert, "Supply Chain management- A Managerial approach",

New Delhi: Tata McGraw-Hill- latest Edition

References : 1. Operations Management by Evans and Collier.

2. Operations Management by Heizer and Render.



INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. 2 Year Component of 5 Year Integrated MBA (e-Commerce)			
Batch ( 2017- 2019)			
Semester III			
Subject Name	Digital Marketing	Subject Code	MB 305
		Total Credits	03
<b>Subject Nature: Core</b>			
<b>Course Objective:</b> To acquaint students how to leveraging Digital Marketing for personal or organizational growth. To help the students gain competency in improving their digital marketing skills with an understanding of fundamental issues pertaining to the business world to enhance their ability to manage businesses effectively.			
<b>Learning Outcome:</b> At the end of the course students should be able to; <ol style="list-style-type: none"> <li>1. Provide an overview of digital marketing to make business easy through digital platform</li> <li>2. Examine the various digital forms that a business entity can take and the relative advantages and disadvantages of each of these forms</li> <li>3. Understand various aspects of marketing through digital media platform</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.			
Course Contents			Class Room Contact Sessions
<b>UNIT –I Introduction, and Fundamentals of Digital Marketing</b>	1.1 Definition, Scope, Advantages & Disadvantages, Process 1.2 Digital Marketing Vs Traditional Marketing 1.3 Digital Marketing Strategies 1.4 Functions and Responsibilities of Marketing Managers 1.5 Timeline and changes in Digital Marketing 1.6 Future of Digital Marketing		<b>06</b>
<b>Unit-2 Channels of Digital Marketing</b>	2.1 Overview of Channels of Digital Marketing 2.2 Search Engine Optimization 2.3 Search Engine Marketing		<b>12</b>

	2.4 Social Media 2.5 Content Creation, Management and Curation 2.6 Email Marketing 2.7 Mobile Specific 2.8 Inbound and Outbound Marketing	
<b>Unit – 3 Paid and Sponsored Advertising Models</b>	3.1 Paid Ads on Search Engines 3.2 Paid Ads on Social Media 3.3 Affiliate Marketing 3.4 Influencer Marketing 3.5 Paid Ads on e-commerce Platforms 3.6 Video Ads 3.7 Branded Content	<b>08</b>
<b>Unit- 4 Marketing Automation</b>	4.1 Marketing Automation Tools 4.2 Lead Generation Strategy 4.3 CRM and Sales Integration	<b>06</b>
<b>Unit -5 Understanding of Analytics</b>	5.1 Search Engine Analytics 5.2 Social Media Analytics and Insights 5.3 App Analytics 5.4 Advertising Analytics 5.5 Vanity Metrics and Actionable Metrics	<b>08</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>40</b>
<p><b>Text Reading: Latest Editions</b></p> <ol style="list-style-type: none"> <li>Digital Marketing For Dummies by Russ Henneberry and Ryan Deiss</li> <li>The New Rules of Marketing and PR: 6th Edition by David Meerman Scott</li> <li>Hit Makers: The Science of Popularity in an Age of Digital Distraction by Derek Thomson, 2017</li> </ol> <p><b>Web Reference:</b></p> <ol style="list-style-type: none"> <li><a href="http://www.searchengineland.com">www.searchengineland.com</a></li> <li><a href="http://www.searchenginejournal.com">www.searchenginejournal.com</a></li> <li><a href="http://www.socialmediatoday.com">www.socialmediatoday.com</a></li> <li><a href="http://www.business2community.com">www.business2community.com</a></li> </ol>		

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. 2 Year Component of 5 Year Integrated MBA (e-Commerce)			
Batch ( 2017- 2019)			
Semester III			
Subject Name	Cyber Law & Business Regulatory Framework	Subject Code	
		Total Credits	03
<b>Subject Nature: Core</b>			
<b>Course Objective:</b> At the completion of this course the student will be able to: <ol style="list-style-type: none"> <li>1. Identify the emerging legal issues in a digital networked environment including general issues of Jurisdiction and enforcement of rights and liabilities in Cyberspace and Understand and evaluate how these developing concepts affect the flow of information in society and the work of information professionals.</li> <li>2. Students will also be able to analyze recent developments in national and global information policy, the nature of the policy making process and the identities and positions of the various stakeholders.</li> </ol>			
<b>Learning Outcome:</b> <ol style="list-style-type: none"> <li>1. Student will become familiar Cyber law</li> <li>2. To understand pros-cons of legal issues of digital world</li> <li>3. How to prevent or address cyber crime</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.			
Course Contents			Class Room Contact Sessions
<b>Unit-1 Jurisdiction</b>	1.1 UNCITRAL Model Law  1.2 Jurisdiction in Cyber Space: Concept of Jurisdiction Internet Jurisdiction, Indian Context of Jurisdiction International position of Internet Jurisdiction Cases in Cyber Jurisdiction		4

<p><b>Unit – 2. IT act 2000</b></p>	<p>2.1 Aims and objectives</p> <p>2.2 Role of certifying Authorities Regulators under IT Act – Cyber Crimes – Offences and Contraventions – Liability of Network/Online Service Providers –</p> <p>Grey Areas of IT Act – Legal effects of electronic evidence – Security procedures and protocols.</p> <p>2.1 Technical Issues &amp; Legal Issues Digital signature; 2.2 Digital signature Certificate; Types 2.3 Certifying authorities and Controller of certifying authorities</p>	<p>6</p>
<p><b>Unit- 3. Concept of Cyber Crime</b></p>	<p>3.1 Major trends in cybercrimes – position under IPC, Cr.P.C. and Indian Evidence Law</p> <p>3.2 Computer Viruses, Worms and Trojans – Cyber Terrorism</p> <p>3.3 Cyber Crimes &amp; International Law – European Convention on Cyber Crime</p> <p>3.4 Data Protection and Privacy – Cyber security Perspectives – internet Security Issues</p> <p>3.5 Digital Signatures for securing information assets, Firewalls, Ethical Hacking,</p>	<p>6</p>
<p><b>Unit -4. Cyber Investigation</b></p>	<p>4.1 Cyber Crime Investigation process</p> <p>4.2 Investigation Tools Digital Evidence Collection, Evidence Preservation, E-Mail Investigation,</p> <p>4.3 E-Mail Tracking, IP Tracking, E-Mail Recovery, Encryption and Decryption methods, Search and Seizure of Computers,</p> <p>4.4 Cyber Forensics Tools and Software, Recovering deleted evidences, Password Cracking and Latest tools</p>	<p>7</p>
<p><b>Unit-5. IPR Issues in a nutshell</b></p>	<p><b>5.1 Legal Issues in Internet and Software Copyright:</b> Jurisdiction Issues and Copyright, Infringement, Remedies of Infringement. Multimedia and Copyright issues, Software Piracy</p> <p><b>5.2 Patents :</b> Understanding Patents, International context of Patents, Indian Position on Computer related Patents registration and offences</p> <p><b>5.3 Trademarks :</b> Understanding Trademarks, Trademark Law in India, Infringement and Passing Off, Trademarks in Internet Domain name registration, Domain Name Disputes &amp; WIPO</p>	<p>9</p>

<p><b>Unit 7</b> <b>Business Regulatory Framework :</b></p>	<p>7.1. Provisions of the Companies Act, 2013 relating to Formation of company</p> <p>7.2. Competition act 2002</p> <p>7.3. SEBI Act, 1992 - Functions of SEBI. Powers of SEBI in relation to securities markets. Guidelines for Security issues.</p>	<p>8</p>
<p><b>TOTAL CLASSROOM CONTACT SESSIONS</b></p>		<p><b>45</b></p>
<p><b>Suggested Readings:</b></p> <ol style="list-style-type: none"> <li>1. Ramaiya, A., <i>Guide to Company Law</i>, Wadhwa, Nagpur, 2000</li> <li>2. Shah, S.M., <i>Lectures on Company Law</i>, N.M. Tripathi, Mumbai, 2000.</li> <li>3. Puliani, Ravi and Mahesh Puliani, <i>Corporate Laws</i>, Bharat Law House Private Ltd., New Delhi, Sept., 2000.</li> <li>4. Gulshan, S.S. and G.k. Kapoor <i>Corporate and Other Laws</i>, New Age International (Paper) Ltd , New Delhi, 7th ed., 2000.</li> </ol>		

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. 2 Year Component of 5 Year Integrated MBA (e-Commerce)			
Batch ( 2017- 2019)			
Semester III			
Subject Name	STRATEGIC MANAGEMENT	Subject Code	
		Total Credits	03
<b>Subject Nature: GENERIC</b>			
<b>Course Objective:</b>			
<ol style="list-style-type: none"> <li>1. The objective of the course are to help the students gain and understanding of the events &amp; problems which occur in day to day working of organisations.</li> <li>2. Student is expected to develop a diagnostic and problem solving approach.</li> <li>3. It will help the students to sharpen his comprehension, analytical, descriptive and international skills.</li> </ol>			
<b>Learning Outcome:</b>			
<ol style="list-style-type: none"> <li>1. Student will understand the Strategic aspects of organisation &amp; art of decision making</li> <li>2. This course will provide a holistic overview of critical aspects of organisation.</li> <li>3. Understand various models of Strategic Management.</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.			
Course Contents			Class Room Contact Sessions
<b>UNIT –I</b> NATURE OF STRATEGIC PLANNING/MANAGEMENT	1.1 Dynamic environment  1.2 Strategic management  1.3 strategic planning and strategy  1.4 Thinking map of strategic planning process  1.5 Situational analysis  1.6 Benefits of strategic planning and management	3	

	1.7 Hierarchy of strategies	
<b>Unit-2</b> UNDERSTANDING AND ANALYSING THE EXTERNAL ENVIRONMENT	2.1 External nature of Strategic management, 2.2 Goals and limitations of environmental analysis, 2.3 Components of General environment/ 2.4 Process of external environmental analysis 2.5 General, Industry and International Environmental Factors; 2.6 Analysis of Environment, 2.7 Diagnosis of Environment – factors influencing it; Environmental Threat and Opportunity Profile (ETOP) 2.8 Internal Strengths and Weaknesses; Factors affecting these	5
<b>Unit – 3</b> 3.SERVICE AREA COMPETITOR ANALYSIS	3.1 Purpose of competitor analysis 3.2 Service Area competitor analysis	3
<b>Unit- 4</b> INTERNAL ENVIRONMENTAL ANALYSIS/COMPETITIVE ADVANTAGE	4.1 value chain 4.2 components of value chain, 4.3 Strategic thinking map and steps 4.4 Techniques of Internal Analysis; 4.5 Strategic Advantage 4.6 Profile (SAP) 4.7 Diagnosis of Strengths and Weaknesses;	5
<b>Unit -5</b> DIRECTIONAL STRATEGIES	5.1 mission & vision 5.2 values and strategic goals 5.3 Introduction to Social Entrepreneurship 5.4 Managing Private-Public Partnerships 5.5 Mergers, Acquisition and Corporate Restructuring 5.6 Resource Based Strategy 5.7 Technology Management 5.8 Transformation for Sustainable Superior Performance 5.9 Firm Resources & Resource Dynamics 5.10 Corporate Diversification 5.11 Strategic Alliances 5.12 Product Differentiation 5.13 Vertical Integration 5.14 Narrowing the choices; Managerial Choice Factors, Choice	10

	<p>Processes.</p> <p>5.15 Strategic Gap Analysis,</p> <p>5.16 ETOP-SAP Matching, BCG Product – Portfolio Matrix, G.E. Nine Cell Planning Grid;</p> <p>5.17 Contingency Strategies; Prescriptions for choice of Business Strategy; Choosing International Strategies.</p>	
<p><b>Unit-6</b> DEVELOPING STRATEGIC ALTERNATIVES</p>	<p>6.1 Decision logic and strategic thinking map for strategy formulation</p>	<p>2</p>
<p><b>Unit-7</b> EVALUATION OF ALTERNATIVES AND STRATEGIC CHOICE</p>	<p>7.1 TOWS matrix, PLC analysis, BCG Portfolio analysis, SPACE MATRIX</p> <p>7.2 Control and Evaluation Process;</p> <p>7.3 Motivation to Evaluate;</p> <p>7.4 Criteria for Evaluation;</p> <p>7.5 Measuring and Feedback;</p> <p>7.6 Evaluation and Corrective Action.</p>	<p>4</p>
<p><b>Unit- 8</b> STRATEGY IMPLEMENTATION</p>	<p>8.1 implementing Strategy Through Value Adding Service Delivery &amp; Their Supporting Strategies.</p> <p>8.2 Implementing Strategy Through Unit Action Plans.</p> <p>8.3 Building organisational capabilities, Dealing with complexity, Reshaping business models, Tools for implementation, Delivering success.</p>	<p>4</p>
<p><b>Unit- 9</b> <b>Mitigating Political and Financial Risk</b></p>	<p>9.1 Learning how other companies have dealt successfully with host-country political risk and why some strategies continue to fail</p> <p>9.2 Responding adeptly to changes in the financial environment, optimizing financial strategy in a global downturn, and preparing to adjust strategy quickly when the economy rebounds</p> <p>9.3 Preparing your organization to respond to governmental changes in different countries</p>	<p>5</p>



<p><b>Unit-10 Defining International Strategy and Building a Global Organization</b></p>	<p>10.1 Recognizing when a company's competitive advantage can be leveraged more effectively on a global playing field</p> <p>10.2 Determining the extent to which the company should be globally diversified in its businesses and markets</p> <p>10.3 Evaluating which strategic activities to own and which to execute through alliances or outsourcing</p> <p>10.4 Deciding how the organization and its incentive system can best support specific global strategy choices</p> <p>10.5 Global trends, Successful expansion strategies, Managing the global value chain, Global value creation: adding value scorecard, Strategies for capturing global value: aggregation, adaptation, arbitrage; Integrated strategy</p>	<p>4</p>
<p><b>TOTAL CLASSROOM CONTACT SESSIONS</b></p>		<p><b>45</b></p>
<p><b>Text Reading: Latest Editions</b> 1</p>		

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. 2 Year Component of 5 Year Integrated MBA (e-Commerce)			
Batch ( 2017- 2019)			
Semester III			
Subject Name	Database framework using Hibernate	Subject Code	
		Total Credits	03
Subject Nature: CORE			
<b>Course Objective:</b> The objective of this course is to provide the students basic knowledge of hibernate .			
<b>Learning Outcome:</b> At the end of the course students should be able to; To understand about hibernate and using it for application development .			
<b>Examination scheme:</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, online viva etc.			
<b>Class room contact</b> Course Contents			
<b>UNIT –1</b> <b>Basics of</b> <b>Hibernate &amp;</b> <b>Hibernate with</b> <b>IDE</b>	<ul style="list-style-type: none"> <li>• Hibernate Introduction</li> <li>• Hibernate Architecture</li> <li>• Understanding First Hibernate application</li> </ul> <b>Hibernate with IDE</b> <ul style="list-style-type: none"> <li>• Hibernate in Eclipse</li> <li>• Hibernate in My Eclipse</li> </ul>		09

<p><b>Unit-2</b></p> <p><b>Hibernate Application</b></p>	<ul style="list-style-type: none"> <li>• Hibernate with annotation</li> <li>• Hibernate Web application</li> <li>• Hibernate Generator classes</li> <li>• Hibernate Dialects</li> </ul>	<p><b>08</b></p>
<p><b>Unit-3</b></p> <p><b>Hibernate Logging &amp; Mapping</b></p>	<ul style="list-style-type: none"> <li>• Hibernate with Log4j 1</li> <li>• Hibernate with Log4j 2</li> <li>• Inheritance Mapping - Table Per Hierarchy, Table Per Hierarchy using Annotation</li> </ul> <p><b>Collection Mapping</b></p> <ul style="list-style-type: none"> <li>• Mapping List</li> <li>• One-to-many by List using XML</li> <li>• Many to Many by List using XML</li> <li>• One To Many by List using Annotation</li> <li>• Mapping Bag</li> <li>• One-to-many by Bag</li> <li>• Mapping Set</li> <li>• One-to-many by Set</li> <li>• Mapping Map</li> <li>• Many-to-many by Map</li> <li>• Component Mapping</li> <li>• Association Mapping</li> </ul>	<p><b>11</b></p>

<p><b>Unit- 4</b></p> <p><b>Hibernate - Query Language</b></p>	<p><b>Hibernate - Query Language</b></p> <ul style="list-style-type: none"> <li>• Overview of HQL</li> <li>• Concept of HCQL</li> <li>• <b>Concept of Named Query</b></li> </ul>	<p><b>08</b></p>
<p><b>Unit -5</b></p> <p><b>Hibernate Caching &amp; Integration</b></p>	<p><b>Hibernate Caching</b></p> <ul style="list-style-type: none"> <li>• First Level Cache</li> <li>• Second Level Cache</li> </ul> <p><b>Integration</b></p> <ul style="list-style-type: none"> <li>• Hibernate and Struts</li> <li>• Hibernate and Spring</li> </ul>	<p><b>09</b></p>
<p><b>TOTAL CLASSROOM CONTACT SESSIONS</b></p>		<p><b>45</b></p>
<p><b>Learning Resources:</b></p> <p><b>Text Books:</b></p> <ol style="list-style-type: none"> <li>1. <b>Harnessing Hibernate - Step-by-step Guide to Java Persistence by James Elliott, Timothy O'Brien, Ryan Fowler from O'Reilly</b></li> <li>2 <b>Hibernate Tips by Thorben Janssen</b></li> <li>3. <b>Java Persistence with Hibernate, Second Edition Christian Bauer, Gavin King, and Gary Gregory</b></li> </ol>		

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. 2 Year Component of 5 Year Integrated MBA (e-Commerce)			
Batch ( 2017- 2019)			
Semester III			
Subject Name	Mobile application development	Subject Code	
		Total Credits	03
Subject Nature: CORE			
<p><b>Course Objective:</b></p> <p>The objective of this course is to provide the students basic knowledge of mobile application development special reference to e-commerce.</p>			
<p><b>Learning Outcome:</b></p> <p>At the end of the course students should be able to;</p> <p>To understand about mobile application programming using for web application development .</p>			
<p><b>Examination scheme:</b></p> <p>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, online viva etc.</p>			
<p><b>Class room contact</b></p> <p style="text-align: center;"><b>Course Contents</b></p>			
<p><b>UNIT –1</b></p> <p><b>Android Overview and History</b></p>	<p>4. Introduction to Android</p> <p>5. Introduction to Android Stack</p> <p>6. Application framework</p> <p>7. SDK Overview</p> <p>8. Platforms.</p>		08

<p><b>Unit-2</b></p> <p><b>Main Building Blocks</b></p>	<p>9. Installation of SDK</p> <p>10. Creating your first project</p> <p>11. Running your app on Emulator</p> <p>12. Main Building Blocks</p> <p>13. Activities</p> <p>14. Activity lifecycle</p> <p>15. Griddle</p>	<p><b>08</b></p>
<p><b>Unit-3</b></p> <p><b>Components and events</b></p>	<p>16. Common UI components</p> <p>17. Handling user events</p> <p>18. Android system Overview</p> <p>19. Complex UI components</p> <p>20. Menus and Dialogs</p>	<p><b>10</b></p>
<p><b>Unit- 4</b></p> <p><b>Handling database</b></p>	<p>21. Overview of SQL Database</p> <p>22. Introducing SQLite</p> <p>23. Opening and closing and working with a database</p> <p>24. Working with cursors Inserts, updates, and deletes</p> <p>25. Basic Content Providers</p> <p>26. Web Services and XML</p>	<p><b>09</b></p>
<p><b>Unit -5</b></p> <p><b>Application Deployment</b></p>	<p>27. Android Application Deployment</p> <p>28. Android Application Deployment on device with Window</p> <p>29. Generating sign APK</p> <p>30. Process for Deployment on Android Market</p>	<p><b>10</b></p>

	31. Introduction to ionic 32. Difference between native and ionic apps	
<b>TOTAL CLASSROOM CONTACT SESSIONS</b>		<b>45</b>
<b>Learning Resources:</b>		
<b>Text Books:</b>		
<ol style="list-style-type: none"><li>1. Android Apps for Absolute Beginners by Wallace Jackson</li><li>2. Expert Android Programming by PrajyotMainkar</li><li>3. Android App Development for Dummies by Michael Burton</li></ol>		

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. 2 Year Component of 5 Year Integrated MBA (e-Commerce)			
Batch ( 2017- 2019)			
Semester III			
Subject Name	ASP.NET MVC Programming	Subject Code	
		Total Credits	03
<b>Subject Nature: ELECTIVE</b>			
<b>Course Objective:</b> The objective of this course is to provide the students basic knowledge of MVC architecture and Asp.net mvc application development special reference to e-commerce.			
<b>Learning Outcome:</b> At the end of the course students should be able to; <ol style="list-style-type: none"> <li>4. Learn Basic Concept of MVC Architecture</li> <li>5. Create Web Application in Asp.Net MVC</li> <li>6. Understand Work with Entity Framework ORM and Using in Asp.net MVC</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.			
Course Contents			Class Room Contact Sessions
<b>UNIT –I Basic of Asp.net MVC</b>	1.1) MVC Architecture 1.2) History and Version of ASP.Net MVC 1.3) ASP.net Web Form vs ASP.Net MVC 1.4) Advantage of ASP.Net MVC		<b>05</b>
<b>Unit-2 MVC Life Cycle</b>	2.1) 3 Layer Architecture vs MVC Architecture 2.2) Directory Structure of ASP.Net MVC 2.3) ASP.Net MVC Pipeline 2.4) Routing , Attribute Routing 2.5) Route Map Table, Route Constraint , Name Space in ASP.Net		<b>05</b>



<b>Unit – 3 View Engine &amp; Layout Page</b>	<p>3.1) View Engine , type of View Engine</p> <p>3.2) Html Helper , Type of Html Helper , URL Helper</p> <p>3.3) Layout Page ,</p> <p>3.4) Sections , RendorBody, View Start Page</p> <p>3.5) ViewData , ViewBeg , TempData</p>	<b>10</b>
<b>Unit- 4 Working With Controller and View</b>	<p>4.1)Action Result &amp; Different Type of Action Result</p> <p>4.2) Create Controller and Action Method</p> <p>4.3) Create View ,Create Model</p> <p>4.4) Add validation using Data Annotation</p> <p>4.5) Action Result &amp; Different Type of Action Result</p>	<b>12</b>
<b>Unit -5 Working With Database in ASP.MVC</b>	<p>5.1) Map Data With Entity Framework</p> <p>5.2) Create/Edit/Delete/Display Data in ASP.Net MVC using Entity Framework</p> <p>5.3) Partial View , Scaffolding</p> <p>5.4) Filter in Asp.net MVC</p> <p>5.5) Authentication &amp; Authorization</p> <p>5.6) Deploy ASP.MVC Web Application</p>	<b>13</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>
<p><b>Text Reading: Latest Editions</b></p> <ol style="list-style-type: none"> <li><b>1. ASP.NET MVC Apress Publication</b></li> <li><b>2. ASP.NET MVC ( Professional ) Wiley Publication</b></li> <li><b>3. ASP.NET MVC Wiley Publication</b></li> <li><b>4. ASP.NET MVC By Microsoft pr.</b></li> </ol> <p><b>Web Reference:</b></p> <ol style="list-style-type: none"> <li><a href="http://www.tutorialsteacher.com/mvc/asp.net-mvc-tutorials">http://www.tutorialsteacher.com/mvc/asp.net-mvc-tutorials</a></li> <li><a href="https://www.asp.net/mvc/overview">https://www.asp.net/mvc/overview</a></li> <li><a href="https://www.codeproject.com/Articles/866143/Learn-MVC-Project-in-days-Day">https://www.codeproject.com/Articles/866143/Learn-MVC-Project-in-days-Day</a></li> </ol>		

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. 2 Year Component of 5 Year Integrated MBA (e-Commerce)			
Batch ( 2017- 2019)			
Semester III			
Subject Name	Advance .Net Programming	Subject Code	
		Total Credits	03
<b>Subject Nature: ELECTIVE</b>			
<b>Course Objective:</b> The objective of this course is to provide the students basic knowledge of Advance .net application development special reference to e-commerce.			
<b>Learning Outcome:</b> At the end of the course students should be able to; <ul style="list-style-type: none"> <li>7. Lean advance concept of .Net</li> <li>8. Create Web Application</li> <li>9. Understand Work with LINQ and Using in Asp.net and Windows Application</li> </ul>			
<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.			
Course Contents			Class Room Contact Sessions
<b>UNIT –I Windows Application Programming</b>	1.5) Create Windows form application 1.6) Using Control 1.7) Menus and Context Menus 1.8) Dialog 1.9) MDI form		<b>05</b>
<b>Unit-2 LINQ</b>	2.1)Introduction to LINQ , LINQ expressions , Using via extension methods 2.2) Filtering , Sorting , Aggregation , Skip and Take operators , Joins , Extension methods , Object initialization syntax		<b>8</b>

	<p>2.3) Anonymous types , Lambda expressions , Deferred</p> <p>2.4) Execution , Benefits and drawbacks , IEnumerable vs IQueryable , Using across tiers , Data Projection</p> <p>2.5) LINQ to SQL , Insert/Update/Delete/Select data Using LINQ to SQL</p>	
<p><b>Unit – 3</b> Web Application Programming Using Asp.NET</p>	<p>3.1) Web application architecture , Static Web Page , Application Life Cycle , Dynamic Page</p> <p>3.2) Page Life Cycle &amp; Event Method , Html &amp; Server Control , Server Control Event Life Cycle , State Management</p> <p>3.3) Url Rewriting, Hidden Form Field ,View State, Session, Cookies &amp; Application.</p> <p>3.4) Global class &amp; Event Method , Uploading &amp; Downloading , Page Directives , Data Source</p> <p>3.5) Validation Control , CompareValidator, CustomValidator, RangeValidator, RegularExpressionValidator &amp; ValidationSummary , Navigation Control</p>	<p><b>8</b></p>
<p><b>Unit- 4</b> <b>Web Service</b></p>	<p>4.1) Web Service Architectures , Explaining how to control the way a .NET Framework object is serialized to XML. , Describing the structures of a Simple Object Access Protocol (SOAP) request and response.</p> <p>4.2) Consuming XML Web Services , Explaining the structure of a Web Service Description Language (WSDL) document. Explaining the Web services discovery process. , Locating service contracts by using Disco.exe.</p> <p>4.3) Generating Web service proxies by using Wsdl.exe., Implementing a Web service consumer by using Visual Studio .NET. , Invoking a Web service synchronously and asynchronously by using a Web service proxy</p> <p>4.4) Creating a Web service project. , Implementing Web service methods, exposing them, and controlling their behavior.</p> <p>4.5) Managing state in an ASP.NET-based Web service. , Deploy Web Service</p>	<p><b>12</b></p>
<p><b>Unit -5</b> <b>WCF</b></p>	<p>5.1) Wcf Framework , Wcf ABC , Wcf Address</p> <p>5.2) Wcf Binding , Wshttp , Basichttp , Nettcp , netPeertcp , Msmq</p>	<p><b>12</b></p>

	5.3) Wcf Contract , Service Contract , Operaton Contract ,Data Contract 5.4) Service Hosting , IIS Hosting	
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>
<p><b>Text Reading: Latest Editions</b></p> <ol style="list-style-type: none"> <li>1. Pro ASP.NET 4 in C# 2010 (Expert's Voice in .NET) <u>Matthew MacDonald</u> (Author)</li> <li>2. C#/Vb.Net Black Book</li> <li>3. WCF Wiley Publication</li> <li>4. AAsp.net By Microsoft pr.</li> </ol> <p><b>Web Reference:</b></p> <ol style="list-style-type: none"> <li>1 <a href="https://www.tutorialspoint.com/wcf/index.htm">https://www.tutorialspoint.com/wcf/index.htm</a></li> <li>2 <a href="https://www.tutorialspoint.com/vb.net/vb.net_advanced_forms.htm">https://www.tutorialspoint.com/vb.net/vb.net_advanced_forms.htm</a></li> <li>3 <a href="https://www.tutorialspoint.com/webservices/index.htm">https://www.tutorialspoint.com/webservices/index.htm</a></li> </ol>		