

INSTITUTE of MANAGEMENT STUDIES, Devi Ahilya University, INDORE

B.B.A. (e-Commerce) MS6A			
Semester V			
(Batch 2016-19)			
Subject Name	COMPUTER GRAPHICS	Subject Code	BEC-501
		Total Credits	03
Subject Nature: CORE			
Course Objective:			
<ul style="list-style-type: none"> • To develop fundamental understanding of computer graphics and multimedia • To Explore the applications of graphics and animations in various e-Commerce platforms • To Encourage students towards the Web design and development 			
Learning Outcome:			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> 1. Understand the concepts of graphics and computer software tools useful on web. 2. Develop the web tools appealing in current market as per the customer's expectations. 3. Prove their creativeness and innovativeness using graphical tools on web presence. 			
Examination scheme:			
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 consisting 7/8 questions with a note of attempt any five or more by mentioning marks of each question.			
Course Contents			Class Room Contact Sessions
Unit-1 Introduction	1. Introduction to Computer Graphics and its application.		03
Unit-2 Display devices	<ol style="list-style-type: none"> 1. Raster scan monitors. Random scan monitors, Color CRT monitors Plasma Panel, LCD, Anti Aliasing techniques. 2. Examples and Assignments. 		03
Unit-3 Hard copy devices	<ol style="list-style-type: none"> 1. Printers and Plotters, Input devices: Mouse, Joysticks, Touch panel, Trackball, Light pen, Scanner, Digital camera. 2. Examples and Assignments. 		03
Unit-4 Graphics Primitive	<ol style="list-style-type: none"> 1. Line, Circle, Text Generation algorithms. 2. Examples and Practical Assignments. 		06

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Unit -5 Transformations	<ol style="list-style-type: none">1. Translation, Scaling, Rotation, Reflection, Shear, Homogeneous coordinate system, composite transformation.2. Raster method of transformation. Window to viewport transformation.3. Examples and Practical Assignments.	08
Unit-6 Three Dimensional	<ol style="list-style-type: none">1. 3D Geometry, 3D display techniques, Transformations, Viewing parameters, 3D representation.2. Examples and Practical Assignments.	09
Unit-7 Principles of animation	<ol style="list-style-type: none">1. Animation Principles of animation, cell animation, kinematics, morphing.2. Examples and Practical Assignments.	09
Unit-8 Color Models	<ol style="list-style-type: none">1. Color Models.2. Examples and Assignments.	04
	TOTAL CLASSROOM CONTACT SESSIONS	45
Learning Resources: Text Books: <ol style="list-style-type: none">1. Multimedia: Computing Communication & Applications – Ralf Steinmetz. Pearson Education.2. Multimedia Fundamental Vol. I – Ralf Steinmetz. Pearson Education.3. Computer Graphics – Donald Heam and M. Pauline Baker, Prentice Hall of India. REFERENCE: <ol style="list-style-type: none">1. Principal of Interactive Computer Graphics: Newman, W.H. and R.S. Sproull, McGraw Hill.2. Multimedia Making it works: Tay Vaughan, Tata McGraw Hill.		

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B.B.A. (e-Commerce) MS6A			
Semester V			
(Batch 2016-19)			
Subject Name	WEB DESIGNING AND ANIMATION TOOLS	Subject Code	BEC-502
		Total Credits	3
Subject Nature: Core			
Course Objective:			
<ul style="list-style-type: none"> • To develop fundamental understanding of web designing. • To Explore different available tools of web designing on web. • To Encourage students towards the Web design and development. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> 1. Understand the concepts of web designing and computer software tools useful on web. 2. Develop webpage using tools appealing in current market as per the customer's expectations. 3. Prove their creativeness and logical analysis using web designing tools on web presence. 			
Examination scheme:			
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 consisting 7/8 questions with a note of attempt any five or more by mentioning marks of each question.			
Course Contents			Class Room Contact Sessions
Unit-1 Introduction	1. Fundamental of Design, element of design, principle of design key feature of design.		06
Unit-2 Photoshop 6.0	<ol style="list-style-type: none"> 1. Interface study (tool), Basic image editing techniques 2. Selections tools, drawing tools, effect tool. 3. Cyber concept, filters, exporting: Optimizations to device independent format, 4. Introduction to image ready. 		09
Unit-3 Sound Forge 4.0	<ol style="list-style-type: none"> 1. Sound basics, capturing and playing a sound 2. Editing sound file plying effect processing sound file 3. Mixing different sound file. 4. Menu options study, working with different file format. 		06
Unit- 4 Animation Basic	<ol style="list-style-type: none"> 1. Principle of Animation, Animation Technique 2. Examples and Practical Assignments. 		06
Unit -5 Macromedia Flash 5.0	<ol style="list-style-type: none"> 1. Tween concept, timeline effects, tools items, menu items. 2. Action scriptoria interfacing with external data publish setting, adding sound. 		06

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	3. Examples and Practical Assignments.	
Unit-6 Website Design	1. Planning. Process. Key Issues. 2. Macromedia, dream weaver 4.0, Interface study. 3. Basic lay outing concept menu bar items. Tool bar item publish setting timeline layer. 4. Animations. CSS, Behavior, Style, Assigning Script in dream weaver. 5. Defining site. Uploading site.	09
	TOTAL CLASSROOM CONTACT SESSIONS	45
Learning Resources: Text Books: 1. Multimedia: Computing Communication & Applications – Ralf Steinmetz. Pearson Education. 2. Multimedia Fundamental Vol. I – Ralf Steinmetz. Pearson Education. 3. Computer Graphics – Donald Heam and M. Pauline Baker, Prentice Hall of India. REFERENCE: 1. Principal of Interactive Computer Graphics: Newman, W.H. and R.S. Sproull, McGraw Hill. 2. Multimedia Making it works: Tay Vaughan, Tata McGraw Hill.		

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B.B.A. (e-Commerce) MS6A			
Semester V			
(Batch 2016-19)			
Subject Name	BASICS OF DATA MINING AND DATA WAREHOUSING	Subject Code	BEC-503
		Total Credits	3
Subject Nature: Core			
Course Objective:			
<ul style="list-style-type: none"> • To inculcate the basics of data mining & data ware housing in management • To provide the knowledge of tools and techniques of data mining & data ware housing • To explore the use of procedure of data mining & data ware housing in decision making process of management 			
<ol style="list-style-type: none"> 1. Understanding of data mining & data ware housing in management & its functions 2. Apply the learning in their personal as well as in professional environment of society and business. 			
Examination sche me:			
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 consisting 7/8 questions with a note of attempt any five or more by mentioning marks of each question.			
Course Contents			Class Room Contact Sessions
Unit –1 Introduction	<ol style="list-style-type: none"> 1. Introduction to data mining, concept, significance, elements 2. Meaning of information age: information technology and internet transactions 3. Kinds of data and patterns 		07
Unit-2 Data and its Knowledge in Data Mining	<ol style="list-style-type: none"> 1. Applications and issues of data mining 2. Statistical description of data and data visualization 3. Data measurements 		08
Unit-3 Data Processing	<ol style="list-style-type: none"> 1. Data Cleaning 2. Data Integration 3. Data Reductions 		06

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	4. Data Transformation and data discretization	
Unit- 4 Data Warehousing and Online Analytical Processing	<ol style="list-style-type: none"> 1. Basic concept of data warehousing 2. Modeling, data cube and OLAP 3. Design and Usage of data warehousing 4. Implementation strategies 5. Generalization 	07
Unit -5 Mining Frequent Patterns, Associations, and Correlations: Basic Concepts and Methods	<ol style="list-style-type: none"> 1. Frequent Item set Mining Methods 2. Pattern Evaluation Methods 3. Cube computation 4. Processing Advanced Kinds of Queries by Exploring Cube Technology 	08
Unit-6 Advanced Data Mining and Data Warehousing	<ol style="list-style-type: none"> 1. Cluster Analysis: Basic Concepts and Methods 2. Classification: Advanced Methods 3. Data Mining Trends and Research Frontiers 	09
	TOTAL CLASSROOM CONTACT SESSIONS	45
<p>Learning Resources:</p> <p>Text Books:</p> <ol style="list-style-type: none"> 1. Data Mining Concepts and Techniques Third Edition Jiawei Han and Micheline Kamber Jian 2. Data Mining and Data Warehousing, Bharat Bhushan Agarwal, Sumit Prakash Tayal, University Science Press. 3. Data Warehousing, Reema Thareja, Oxford University Press. 		

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B.B.A. (e-Commerce) MS6A			
Semester V			
(Batch 2016-19)			
Subject Name	E-LOGISTIC & E-SUPPLY CHAIN MANAGEMENT	Subject Code	BEC-504
		Total Credits	3
Subject Nature: Core			
Course Objective:			
<ul style="list-style-type: none"> • To teach the basics of E- learning & E-Logistics & E-supply chain management. • To Implementation of e-SUPPLY chain collaboration & inergration. • To explore the use of cloud computing in shipping logistics 			
<ul style="list-style-type: none"> • Understanding of E- logistic & E-supply chain management & E-trends. • E-supply chain Implementation issues & challenges. • Outsourcing of logistic services. 			
Examination sche me:			
<p>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 consisting 7/8 questions with a note of attempt any five or more by mentioning marks of each question.</p>			
Course Contents			Class Room Contact Sessions
Unit –1	Introduction to Logistic & E- logistics, E-supply chain management and the differences between them. The management components of supply chain management		07
Unit-2	E-supply chain collaboration and Integration: Implementation issues & challenges. Eight supply chain processes		07
Unit-3	Web applications for the outsourcing of logistics services.		07
Unit- 4	Measuring the impact of tools of the leanness of E-procurement process.		06
Unit -5	The Use of cloud computing in shipping logistics		04

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Unit-6	A web application for supply chain traceability	05
Unit-7	E-Enterprise: Organizational issues of CRM, SRM and ERP system	05
Unit-8	Monitoring and warning mechanism of supply coordination in assembly system under delivery uncertainty	05
	TOTAL CLASSROOM CONTACT SESSIONS	45

Learning Resources:

Text Books:

1. E-Logistics : Managing Your Digital Supply Chains for Competitive Advantage Yingli Wang, Stephen Pettit
2. Supply Chain Innovation for Competing in Highly Dynamic Markets: Challenges and Solutions: Challenges and Solutions Evangelista, Pietro
3. Logistics Management and Strategy Alan Harrison, Remko I. van Hoek
4. E-Logistics and E-Supply Chain Management: Applications for Evolving Business, Deryn Graham, Ioannis Manikas
5. Ram Ganeshan and Terry P. Harrison. An Introduction to Supply Chain Management

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B.B.A. (e-Commerce) MS6A Semester V (Batch 2016-19)			
Subject Name	Business Environment	Subject Code	BEC-505
		Total Credits	03
Subject Nature: CORE			
Course Objective:			
<ul style="list-style-type: none"> • To provide knowledge to the students about the social, economic and political environment in which an organization works. • To develop an understanding of the environment and how it can be utilized for better decision making. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> 1. Apply and implement the concepts learnt by the environmental changes on the working of the organization one is working for. 2. Understand the need and significance of being informed about the environment for effective decision making.. 			
Examination scheme:			
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 consisting 7/8 questions with a note of attempt any five or more by mentioning marks of each question.			
Course Contents			Class Room Contact Sessions
UNIT –I Introduction	<ol style="list-style-type: none"> 1. Components and Significance of Business Environment. 2. Factors effecting environment of Business, Economic factors and its Components. 3. Cultural factors and its impact on business, Social Environment and its impact on Purchasing and Consumption. 	09	
Unit-2 National and International Business Environment	<ol style="list-style-type: none"> 1. Political Stability, Sovereignty and its impact on the returns of Business. 2. Technological and its impact on internationalizing the business activities. 3. National and International Legal environment. 4. Dimensions of International Business Environment, Challenges. 	09	
Unit-3	<ol style="list-style-type: none"> 1. Indian Economic Systems-Economic planning with special 	10	

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Economic Planning and Development	reference to last three plans, public, private joint and cooperative sectors. 2. Industrial Policy of the Government, Latest Industrial Policy, Foreign Trade Policy, Fiscal Policy. 3. Tax System in India, Monetary Policy and Banks Reforms in India.	
Unit- 4 Challenges and Efforts of Indian Business Environment	1. Challenges of Indian Economy. 2. Rural Development Efforts. 3. India as one of the most prominently emerging economies of world.	09
Unit -5 Strategies for going Global	1. International Economic Integration, Country Evaluation and Selection. 2. Foreign Market Entry Method, International Trading locks, Their Objectives. 3. WTO Origin, Objectives, Organization Structure and Functioning, 4. WTO and India.	08
	TOTAL CLASSROOM CONTACT SESSIONS	42
Learning Resources: Text Books: <ol style="list-style-type: none"> 1. Shaikh Salim, Business Environment, Pearson Education, 2010 2. Mark Hirschey, Economics for Managers, Cengage, 2006 3. Palwar, Economic Environment of Business, PHI, New Delhi, 2009 		

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B.B.A. (e-Commerce) MS6A			
Semester V			
(Batch 2016-19)			
Subject Name	HUMAN RESOURCE MANAGEMENT	Subject Code	BEC-506
		Total Credits	3
Subject Nature: Core			
Course Objective:			
<ul style="list-style-type: none"> • To make students aware about different functions of human resource management. • To make an understanding among students about different terms closely associated with HRM. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> 1. Define HRM and understand its importance in managing diverse workforce. 2. Help students to make themselves, skilled in HR function for the present day organization. 			
Examination scheme:			
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 consisting 7/8 questions with a note of attempt any five or more by mentioning marks of each question.			
Course Contents			Class Room Contact Sessions
UNIT –I The field of HRM	<ol style="list-style-type: none"> 1. Concept and Functions 2. Personnel to HRM 3. ASTD Model 4. HRM Model 	10	
Unit-2 HR Policies	<ol style="list-style-type: none"> 1. Formulation and Essentials of Sound Personnel Policies 2. Case Studies 	04	
Unit-3 Acquisition of Human Resources	<ol style="list-style-type: none"> 1. Job Analysis 2. Job Description and Job Specification 3. Job Evaluation 4. Recruitment Selection 	05	
Unit- 4 Development of Human Resources	<ol style="list-style-type: none"> 1. Induction 2. Determining Training Needs 3. Training and Management Development 	06	
Unit -5 Maintenance of Human Resources	<ol style="list-style-type: none"> 1. Placement Promotion and Transfer 2. Performance Appraisal 3. Career and Succession Planning 	08	

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Unit-6 Separation processes	<ol style="list-style-type: none"> 1. Retirement 2. Layoff 3. Discharge 4. VRS 	06
Unit 7 Research and the Future	<ol style="list-style-type: none"> 1. Current trends 2. Future Challenges for HRM 	04
	TOTAL CLASSROOM CONTACT SESSIONS	45

Text Readings: Latest Editions

1. David S. Decenzo and Stephen P. Robbins, “**Personnel/Human Resource Management**”, New Delhi, Prentice Hall..
2. Michael Armstrong, “**A Handbook of Human Resource Practice**”, London, Kogan Page..

Suggested Readings

1. William B. Werther Jr. and Keith Davis, “**Human Resources and Personnel Management**”, Singapore, McGraw Hill.
 2. P Subba Rao, “**Essentials of Human Resource Management and industrial Relations: Text, Cases and Games**”, Mumbai, Himalaya.
 3. Biswajeet Patanayak, “**Human Resource Management**” New Delhi, Prentice Hall India.
 4. Holloway J. Ed., “**Performance Measurement and Evaluations**”, New Delhi, Sage Publications.
- Guy V. & Mattock J., “**The New international Manager**”, London, Kogan Press.

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B.B.A. (e-Commerce) MS6A Semester V (Batch 2016-19)			
Subject Name	NUMERICAL METHODS	Subject Code	BEC-507
		Total Credits	03
Subject Nature: CORE			
Course Objective:			
<ul style="list-style-type: none"> • To develop fundamental understanding of Numerical Methods in computing. • To provide knowledge and applications of various numerical methods in business operations. • To develop decision making skills on numerical data and information by interpreting and analyzing. 			
Learning Outcome:			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> 1. Apply and implement the concepts of different methods for solution of nonlinear problems. 2. Understand the need and significance of ory and network analysis for efficient and effective resources utilization. 			
Examination sche me:			
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 consisting 7/8 questions with a note of attempt any five or more by mentioning marks of each question.			
Course Contents			Class Room Contact Sessions
UNIT –I Introduction	1. Basic overview of numerical methods, errors, solutions.		05
Unit-2 Normalization and errors	1. Errors in Computer Arithmetic 2. Normalization		06
Unit-3 Nonlinear equations & solution errors.	1. Bisection, False position and Newton-Raphson methods for solution of nonlinear equations. 2. Errors in the solutions, Convergence of Solutions.		05
Unit- 4 Introduction to Gauss	1. Gauss, Gauss-Siedel and Iterative methods for system of linear equations. 2. Examples and assignments.		04

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Unit -5 Different system and matrix	4. Ill conditioned system, Pivotal Condensation, Matrix Inversion, Eigen-values, Eigenvector, Diagonalization of Real Symmetric Matrix by Jacobi's Method 5. Examples and Practical Assignments	05
Unit -6 Polynomial operations	1. Polynomial Interpolation using Newton's and Lagrange's formulae 2. Examples and assignments.	06
Unit -7 Numerical operations (differentiation and integration)	1. Numerical Differentiation. 2. Numerical Integration: Trapezoidal Rule, Simpson's Rule, Weddle's Rule, Gauss Quadrature Formula.	07
Unit-8 Integration errors and numerical solutions	1. Error in numerical Integration. 2. Numerical Solution of differential Equations: RungeKutta Method, Predictor-Corrector Method.	07
	TOTAL CLASSROOM CONTACT SESSIONS	45

Learning Resources:

Text Books:

1. V. Rajaraman, Computer Oriented Numerical Methods, PHI.
2. F.Acton, Numerical Methods that Work, Harper and Row.
3. A.A. Affifi, Statistical Analysis : A Computer Oriented Approach, Academic Press.
4. S.D.Conte and C.d.Boor, Elementary Numerical Analysis, McGraw Hill.
5. E. Balagurusamy, Numerical Methods, Tata McGraw Hill, 2000.