

INSTITUTE OF MANAGEMENT STUDIES, D.A.V.V, INDORE

PROGRAMME CODE: MS6A

PROGRAMME TITLE: MBA (E-COMMERCE) INTEGRATED 5 YEARS

OBJECTIVES:

1. To prepare the students in such a way so that they become capable and confident I.T. Services professionals at the end of the program.
2. To enable students understand concepts, tools and skills for I.T. analysis and its application in the efficient conduct of business.
3. To enable the students to gain acumen, insight and through knowledge relating to the various aspects of electronic commerce markets and their regulatory frameworks.
4. Offer a platform for developing critical thinking ability from the perspective of a e-commerce professional
5. To enable student develop the ability to take rationale and informed decisions by taking into consideration 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 14th in the admission year and the candidate secures minimum required % of marks as mentioned above.

AGE LIMIT:

As per the government rules the upper age limit for male candidates for admission to undergraduate courses is 23 years whereas for postgraduate degree courses it is 28 years as on **July 01, 2019**. A relaxation of three years in upper age limit for SC / ST / OBC and physically challenged candidate shall be provided for the applicants of Madhya Pradesh only. For candidate belonging to physically challenged category upper age limit for admission to Graduate and Post Graduate courses will be 30 and 35 years, respectively as on **July 01, 2019**.

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: Ten Semesters (05 Years)

Fees Structure for M.B.A (E-COMMERCE) INTEGRATED

Total fee is to be deposited at the time of admission by the candidates of General and SC, ST and OBC category belonging to Creamy Layer. Fee Structure is as follow:

Semester	Academic Fee	Development & Maintenance Fee	Students' Services Fee		Examination Fee	Total (Rs.)	
			Boys	Girls		Boys	Girls
Odd	14500	9500	3300	3111	2500	29800	29611
Even	14500	9500	2911	2722	2500	29411	29222

- Caution money (Refundable) of Rs. 4000/- will be charged additionally 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.

PROGRAMME STRUCTURE:

S. No.	CODE	COURSE NAME	CREDITS
SEMESTER I			
1.	MS6A-101	Fundamentals of E-Commerce And M-Commerce	3
2.	MS6A-103	Fundamentals Of Computers And Programming	3
3.	MS6A-105	Fundamentals Of Management	3
4.	MS6A-107	Office Automation	3
5.	MS6A-109	Business Mathematics	3
6.	MS6A-111	Basics Of Electronics	3
7.	MS6A-113	Hindi	3
8.	MS6A-151	Comprehensive Viva Voce	3
SEMESTER II			
9.	MS6A-102	Data Structures using C	3
10.	MS6A-104	RDBMS	3
11.	MS6A-106	Operating System	3
12.	MS6A-108	Digital Information System	3
13.	MS6A-110	Business Accounting	3
14.	MS6A-112	Business Statistics	3
15.	MS6A-114	Corporate English	3
16.	MS6A-152	Comprehensive Viva Voce	3
SEMESTER III			
17.	MS6A-201	System Analysis And Design	3
18.	MS6A-203	Information Technology Environment	3
19.	MS6A-205	Object Oriented Programming Through C ++	3
20.	MS6A-207	Environmental Sustainability & Climate Change Mitigation	3
21.	MS6A-209	Quantitative Techniques	3
22.	MS6A-211	Cost And Management Accounting	3
23.	MS6A-213	Business Communication	3
24.	MS6A-251	Comprehensive Viva Voce	3
SEMESTER IV			

25.	MS6A-202	Business Law	3
26.	MS6A-204	Fundamentals of Marketing	3
27.	MS6A-206	Computer Graphics & Animation	3
28.	MS6A-208	Individual And Interpersonal Behaviour	3
29.	MS6A-210	Introduction to Economics	3
30.	MS6A-212	Business Research Methodology	3
31.	MS6A-214	Software Engineering	3
32.	MS6A-252	Comprehensive Viva Voce	3
SEMESTER V			
33.	MS6A-301	Management Information System	3
34.	MS6A-303	Web Designing And Animation Tools	3
35.	MS6A-305	Basics Of Data Mining And Data Warehousing	3
36.	MS6A-307	E-Logistic & E-Supply Chain Management	3
37.	MS6A-309	Business Environment	3
38.	MS6A-311	Human Resource Management	3
39.	MS6A-313	Numerical Methods	3
40.	MS6A-351	Comprehensive Viva Voce	3
SEMESTER VI			
41.	MS6A-302	Integrated Marketing Communication	3
42.	MS6A-304	Financial Management	3
43.	MS6A-306	Business Ethics and Management by Indian Values	3
44.	MS6A-308	Operations Management	3
45.	MS6A-310	Computer Networking	3
46.	MS6A-314	E – Commerce Technologies	3
47.	MS6A-351	Comprehensive Viva Voce	3
ELECTIVES GENERIC (Any One)			
48.	MS6A-353	Student Research Project	3
49.	MS6A-355	Decision Making Skills	3
SEMESTER VII			
50.	MS6A-501	Introduction To UNIX & LUNIX	3
51.	MS6A-503	Internet & Network Security	3
52.	MS6A-505	OOAD Using UML	3
53.	MS6A-507	Inter Scripting Languages	3
54.	MS6A-509	Advance In E-Commerce	3
55.	MS6A-511	Professional Communication And Negotiation	3
56.	MS6A-513	Entrepreneurship	3
57.	MS6A-515	Search Engine Optimization	3
58.	MS6A-551	Comprehensive Viva Voce	3
SEMESTER VIII			
59.	MS6A-502	Business Intelligence	3
60.	MS6A-504	ITES Marketing	3
61.	MS6A-506	Knowledge Management	3
62.	MS6A-508	Advanced Computer Net.	3
63.	MS6A-510	Software Project Management	3
64.	MS6A-512	Software Quality Assurance	3
65.	MS6A-552	Comprehensive Viva Voce	3

ELECTIVE COURSES – DSICIPLINE CENTRIC (Either first two or next two)			
66.	MS6A-522	J2ee Programming	3
67.	MS6A-524	Common Architecture In JAVA	3
68.	MS6A-526	Dot Net Programming	3
69.	MS6A-528	SQL Server	3
SEMESTER IX			
70.	MS6A-601	Data Analytics	3
71.	MS6A-603	Supply Chain Management	3
72.	MS6A-605	Digital Marketing	3
73.	MS6A-607	E-Commerce Application PHP	3
74.	MS6A-609	Cyber Law & Business Regulatory Frame Work.	3
75.	MS6A-611	Strategic Management	3
76.	MS6A-651	Comprehensive Viva Voce	3
ELECTIVE COURSES – DSICIPLINE CENTRIC (Either first two or next two)			
77.	MS6A-621	Data Framework Using Hibernate	3
78.	MS6A-623	Mobile Application Development	3
79.	MS6A-625	ASP.Net Programming	3
80.	MS6A-627	Advance.Net Programming	3
SEMESTER - X			
81.	MS6A-602	Major Research Project	24