301ME-C03 e-Marketing


UNIT 2 Marketing knowledge: the electronic marketing information system, marketing knowledge, source 1: Internal records, Source 2: Secondary data, Source 3: Primary data, Marketing databases & warehouse, data analysis & distribution.


UNIT 4 e-Marketing communication: integrated marketing communication, marketing communication strategies, internet advertising, public relation activities on net, sales promotion on the internet, CRM: CRM process, CRM-SCM integration, CRM Benefits


References:
1. "e-Marketing" by Judy Strauss & Raymond Frost (PHI publications).
UNIT 1: Introduction to Data Mining: Data Mining, features, business context, technical context, approaches to data mining. Types of Data Mining: Directed & Undirected, Virtuous Cycle.

UNIT 2: Data Mining Process & Technique: Data Mining Techniques: automatic, cluster detection, Decision trees, Neural Networks, Data Mining Methodologies: Conventional System Development, waterfall process, Rapid Prototyping.

UNIT 3: Introduction to Data Warehouse: Data warehousing concepts, Goals & objectives, issues involved in Data Warehousing. The three C’s of Data Warehousing: Commitment, Completeness & Connectivity, OLAP. Types of Data Warehouse.

Constructing a Data Warehouse System:

UNIT 4: Stages of the project: Planning stage: Justifying the data warehouse, obtaining user buy-in, overcoming Resistance to the Data Warehouse. Developing a project plan. Data Warehouse Design approaches. Architectural stage: Process architecture, introduction, Load manager, Query manager, Detailed Information, Summary Information, Metadata, Data Marting.

UNIT 5: Testing the Data Warehouse: Introduction, developing the test plan, testing backup recovery, testing the operational environment, testing the database, testing the application design. Logistics of the test, Security: Requirements, performance, impact of security, security impact on design.

References:

2. “Data Warehouse in the real world” by Sam Anahory & Dennis Murray.
Jiwaji University, Gwalior – MBA eCommerce- Session 2008-10

303MECOM : COMPUTER GRAPHICS

Flat Panel Displays : Plasma panels, liquid crystal displays
Input Devices : Digitizing tables, mouse, touch panels, Image scanners.

Curve Drawing : Parametric representation, cube, Bezier and B-Spline curves (no derivation), conditions for smoothly joining curve segments.

UNIT 3 – Graphic Operations:
Clipping: Window port and view port, elimination of totally visible and totally invisible lines with respect to rectangular window using line end-point codes, Explicit line clipping algorithm, Sutherland Cohen algorithm. Mid-point subdivision algorithm. Filling: Stack based and queue-based seed fill algorithms, scan line seed-fill algorithm.

UNIT 4 – 3D Graphics:
Transformations: Right Handed coordinate system with vertical y-axis, transformation matrices for translation, scaling, rotation around axis.
Parallel projection: multi views from front, top and side views, oblique view.
Perspective projection: Transformation matrix to yield one vanishing point perspective view with viewpoint lying on z-axis, effects of translating the object.
Hidden Surface Removal: Back face removal, painter’s algorithm.

UNIT 5 – Multimedia:
Concept of hypertext/hypermedia, applications (Education, video conferencing, training, entertainment, electronic encyclopedias) multimedia hardware (CD-Rom, Audio speakers, sound cards, video cameras, scanners, MIDI). Introduction to image formats (Gif, Tif, Jpeg, BMP etc.), introduction to sound formats (wav, au etc.), video formats (MPEG, AVI).

References:
2. "Computer Graphics Principles and Practice": Foley Van Dam, Feiner Hughes, Addison-Wesley Publishing Company
Jiwaji University, Gwalior – MBA eCommerce - Session 2008-10

364MECOM : ACCOUNTING AND MANAGEMENT CONTROL

UNIT 1: Meaning & Objects of Accounting Concepts & Conventions, Accounting Equation, Rules Of Journalizing, Cash Book, Ledger Posting, Preparation Of Trial Balance
UNIT 2: Trading And P/L Account, Balance Sheet With Adjustments Relating To Closing Stock, Outstanding Expenses, Prepaid Expenses, Accrued Income, Depreciation, Bad Debt, Provision For Bad Debt, Provision for Discount on Debtors & Creditors, Provision for Tax
UNIT 3: Inventory Pricing, FIFO & LIFO Methods, Simple Problem of Fund Flow Statements, Cost-Volume Profit Analysis
UNIT 4: Standard Costing, Computation of Material & Labor Variances, Budgetary Control, Preparation of Cash Budget & Flexible Budget
UNIT 5: Management Control & its Characteristics, Goals and its Strategies, Structure and Control, Responsibility Centres & Control Centres, Concept of Responsibility Centres, Revenue Center, Profit Center and Investment Center, Transfer Pricing & Responsibility Reporting

References:

305MECOM -- JAVA PROGRAMMING

UNIT 1: Overview of JAVA Programming:
History of JAVA, features of java, how it is differ from C & C++, java program structure, java
Statements, JAVA command line arguments

Expression & Operator:
Data types, literals, variables, declaring a variable, dynamic initialization, Arrays, Operators,
relational, Arithmetic, logical, assignment, increment & decrement, conditional operator,
Bitwise operators, special operators, arithmetic expression, evaluation of expression

Decision making & Branching:
Control Statements--IF, Switch, Loops, Break, Continue, Return

UNIT 2: Basic concept of OOPS:
Classes, methods, creating instance & class variable, accessing class member,
Constructor, Methods overloading, Method overriding, Static member, final classes, finalizer

UNIT 3: Exception Handling & Multithreaded Programming
Exception Handling - Fundamental, types, uncaught exception, using try and catch, multiple
Exception catch, nested try, throw, throws, finally, Java thread model, creating threads, extending thread
catch, class, stopping & blocking a thread, Life cycle of thread, thread exception, thread priority,
synchronization, implementing and runnable interface, inter thread communication, multithreading

UNIT 4: Developing web-based program:
What is an applet, applet architecture, applet life cycle, a simple applet program, AWT-Working
with Graphics, line, rectangles, ellipses, circles, arcs, polygons Working with colors, Working with
fonts

UNIT 5: Advance Java
Stream and Files, JDBC: JDBC architecture, JDBC Basics, establishing a connection, JDBC
Statements

Reference:
1. Programming with java. A preimer by "E. Balaguruswamy"
2. "Advance programming in Java by V.K.Jain & Hemlata"
3. JAVA 2 platform in 21 DAYS by "Lemay and Cadenhead" by Techmedia pub.
4. The complete reference JAVA 2 by "Patrick Naughton & Herbert Schidt"

UNIT 2: Arrays: Abstract data types & the C++ class, Types of array; One-dimensional, two-dimensional, representation of arrays in memory, various operation performed on array; Matrix addition, multiplication, transpose; definition of sparse matrix.

UNIT 3: Stacks & Queues.
Stack: Definition, its representation, implementation of stacks using arrays: Push, Pop, Polish Notation: Prefix, Postfix, Infix.
Queues: Definition, Implementation of queues, circular queues, double-ended queues, priority queues.

UNIT 4: Linked List, Searching & Sorting:
Linked List: Definition, Memory representation of linked list, operation: traversing, insertion, deletion, doubly linked list, various operations on it, Header linked list: Grouned & Circular.
Searching & Sorting: Linear & Binary Search, Bubble sort, Quick Sort, Selection Sort, Insertion Sort, Merge sort.

UNIT 5: Trees & Graphs:
Trees: Terminology: height, depth, order, degree, parent, sibling, forest, Representation of trees, Binary trees, Representation of binary tree, traversal: Preorder, Postorder, Inorder, Complete Binary tree.
Graph: related definition, graph representation: adjacency matrix, adjacency list, adjacency multilist, Types of graph, graph traversal: Depth-First Search, Breadth-First Search, Shortest path algorithm: Kruskal, Dijkstra algorithm.

Reference: