SCHEME OF *MBA E-COMMERCE* COURSE

FIRST SEMESTER :

S.No.	Course No.	Course Name	C /E/S	L	T	P	Credit
1	101MECOM	Introduction to e-Commerce	Core	3	-	-	3
2	102MECOM	Introduction to Information Technology	Core	3	-	-	3
3	103MECOM	Programming in 'C'	Core	3	-	-	3
4	104MECOM	Operating System	Core	3	-	-	3
5	105MECOM	System Analysis & Design	Core	3	-	-	3
6	106MECOM	Operations Research	Core	3	-	-	3
7	107MECOM	Operations Research (Lab)	Core	-	-	2	2
8	108MECOM	Programming Laboratory in C language	Core	-	-	4	4
9	109MECOM	Seminar	Core			1	1
10	110MECOM	Assignment	Core			1	1
11	111MECOM	Comprehensive Viva –voce (Virtual credit)	Core	-	-	-	4

Total Credit : #26+4 (Virtual Crédit)

SECOND SEMESTER :

S.No.	Course No.	Course Name	C /E/S	L	T	P	Credit
1	201MECOM	OOPs using 'C++'	Core	3	1	-	3
2	202MECOM	Software Engineering and Software Project management	Core	3	1	-	3
3	203MECOM	Database Management System	Core	3	1	-	3
4	204MECOM	Visual Basic	Core	3	1	-	3
5	205MECOM	Managerial Economics	Core	3	1	-	3
6	206MECOM	Networking Concepts & Design	Core	3	1	-	3
7	207MECOM	OOPs using 'C++' (Lab)	Core	-	-	2	2
8	208MECOM	Project work (VB)	Core	-	-	4	4
9	209MECOM	Seminar	Core			1	1
10	210MECOM	Assignment	Core			1	1
11	211MECOM	Comprehensive Viva –voce (Virtual credit)	Core	-	-	-	4

Total Credit : #26+4 (Virtual Crédit)

THIRD SEMESTER :

S.No.	Course No.	Course Name	C /E/S	L	T	P	Credit
1	301MECOM	E-Marketing	Core	3	-	-	3
2	302MECOM	Data mining & Data warehousing	Core	3	-	-	3
3	303MECOM	Computer Graphics	Core	3	-	-	3
4	304MECOM	E1/E2	Centric	3	-	-	3
5	305MECOM	Java Programming	Core	3	-	-	3
6	306MECOM	Data structures using C++	Core	3	-	-	3
7	307MECOM	Data structures using C++ (Lab)	Core	-	-	2	2
8	308MECOM	Minor Project work (JAVA)	Core	-	-	4	4
9	309MECOM	Seminar	Core			1	1
10	310MECOM	Assignment	Core			1	1
11	311MECOM	Comprehensive Viva –voce (Virtual credit)	Core	-	-	-	4

Total Credit : #26+4 (Virtual Crédit)

FOURTH SEMESTER :

S.No.	Course No.	Course Name	C /E/S	L	T	P	Credit
1	401MECOM	ERP & BPR Allied concepts	Core	3	-	-	3
2	402MECOM	E3/E4	Centric	3	-	-	3
3	403MECOM	UNIX & Shell Scripting	Core	3	-	-	3
4	404MECOM	UNIX & Shell Scripting (Lab)	Core	-	-	2	2
5	405MECOM	Project Work	Core	-	-	9	9
6	406MECOM	Seminar	Core			1	1
7	407MECOM	Assignment	Core			1	1
8	408 MECOM	Comprehensive Viva –voce (Virtual credit)	Core	-	-	-	4

Total Credit : #22+4 (Virtual Crédit)

Elective	Course Name
E1	Accounting & Management Control
E2	Distributed System
E3	Internet & its Applications
E4	Mobile Communication

101MECOM INTRODUCTION TO E- COMMERCE

UNIT 1 : *Introduction*
Brief history of e-com ,Types , Advantages & Disadvantages of e-com , Elements of e-com , Principles of e-com , Messaging and Information distribution , Messaging and information distribution , Common service infrastructure , other key support layers .

UNIT 2 : *EDI to e-com*
EDI - Origin , System approach and communication approach , Migration to open EDI-Approach , Benefits , Mechanics , E-com with WWW/Internet. E-Government- Concepts, Applications of G2C, G2B, G2G.

UNIT 3: *Electronic communication*
PC and networking , Network topologies and communication media , E-mail , OSI and TCP/IP Models , LAN, WAN, MAN Internetworking – Bridges and gateways , Internet Vs Online services, Open vs. Closed Architecture , Controlled contained Vs Uncontrolled contained , Metered Pricing Vs Flat pricing , Innovation Vs Control.

UNIT 4: *WWW & Electronic Payment System*:
Applications – what is web , Why is the Web such a hit , The Web and E-Com ,Concepts & Technology – Key concepts , Web Software development Tools. Electronic payment system – Overview , Electronic or digital cash , Electronic Checks , Online credit card based system , other Engineering financial instruments ,Consumer legal and Business issues .

UNIT 5: *Security and Application*
Need of computer security, Specific intruder approaches, Security strategies,
Cryptography, Public key encryption, Private key encryption, Digital signatures,Advertising on the internet,Marketing,Creating a website.Electronic publishing issues,EP architecture,EP tools,Web page EP-Baseline issues,Application tools and publishing on the internet.

REFERENCE BOOKS:

1."Electronic Commerce" By Ravi Kalakota and Andrew B. Whinston.
2."Web Commerce Technologies Handbok"By Daniel Minoli & Emma Minoli
3."E-Commerce" By Dr.Varinder Bhatia
4. "Promise Of E-Governance" By M P Gupta

102MECOM -- INTRODUCTION TO INFORMATION TECHNOLOGY

UNIT 1-INTRODUCTION: Basic concepts of information technology, Application of IT in business, education, industry, home and training , entertainment, science and engineering and medicine, multimedia data types(graphics, images, audio, video), virtual reality applications, History of computers , Classification of computers, Organization of computers, Input /Output Devices, Storage Devices, File organization, System software, application software.

UNIT 2-COMPUTER ORGANIZATION: Number systems, Boolean Algebra, Gates, Combinational Blocks: Adders-Half adder, Full adder, Multiplexer, Sequential Building Blocks: Flip-Flops, Registers,.

UNIT 3-COMPUTER LANGUAGES :- Machine Language, Assembly Language, High Level Language, Compiler, Interpreters, General Concepts of OOPS , SQL.

UNIT 4-OPERATING SYSTEM :- Introduction to Operating System, Function Provided by O.S, Introduction to Multiprogramming , Timesharing, Real-time,Batchprocessing.
DOS: Functions of DOS , structure booting, simple internal & external command.
WINDOWS.

UNIT 5-COMMUNICATION & N/W TECHNOLOGIES: Goals & Application, protocol hierarchies, design issues, connection oriented & connectionless services , communication modes(Simplex, Half Duplex, Full Duplex), Switching Techniques(circuit switching and packet switching), communication media (Twisted pair & Coaxial cables , fiber optics), network topologies, LAN, WAN & MAN.

References:

1. Computer Fundamentals by P.K. Sinha
2. Operating System by Silberschatz Galvin
3. Computer Network by A.S Tannenbaum
4. Computer Architecture by Morris mano