

**MANAGEMENT EDUCATION & RESEARCH INSTITUTE
MASTER OF BUSINESS ADMINISTRATION**

SEMESTER II

MS- 102 MANAGEMENT OF TECHNOLOGY, INNOVATION & CHANGE

COURSE OUTLINE

COURSE OBJECTIVE

The objective of this course is to provide students a comprehensive review of essential technology, innovation and change management concepts at the firm's level and also at the national level. This Course will aid the students in having a clear understanding about the concepts, methods and techniques and issues involved in the above mentioned areas.

METHODOLOGY

Lectures assisted by Case Studies, Presentations & Discussions.

EVALUATION

Besides the Semester end- examination, the students will be continuously assessed during the course on the following basis:

(a)	End Term Exams	: 75 marks
(b)	Written Assignments/ Case Analysis/ Presentation	: 15 marks
(c)	Mid Term Test	: 10 marks
	Total	: 100 marks

TEACHING PLAN

Detailed Course Outline	References	Sessions
<p>UNIT I</p> <ul style="list-style-type: none"> • Technology Management: Understanding Technology and its Relationship with Wealth of Nations and Firms Specific Knowledge • Technology Life Cycles, Technology Acquisition and Absorption • Technology Exports / Joint venture Abroad. Technological Intelligence and Forecasting, Global • Trends in Technology Management. 	<p><u>Text</u> Management of Technology & Innovation by Dr. V.K. Khurana</p> <p>Ch- 1,2,3,4,5,7,8,9</p>	<p>9</p>
<p>UNIT II</p> <p>Change Management:</p> <ul style="list-style-type: none"> • Understanding the Nature, Importance, Forces, Types of Change • Diagnosing Organizational Capability to Change-strategy, Structure, Systems and People • Building Culture and Climate for Change: Role of Leadership • Managing Transformations. 	<p><u>Text</u> Management of Technology & Innovation by Dr. V.K. Khurana</p> <p>Ch- 13.</p>	<p>8</p>
<p>Unit III</p> <p>Innovations Management:</p> <ul style="list-style-type: none"> • Invention vs. Innovation; • Innovation Strategies and Models; • Concurrent Engineering; • Process Innovation, Product Innovation, Innovation Management. 	<p><u>Text</u> Management of Technology & Innovation by Dr. V.K. Khurana</p> <p>Ch- 6.</p>	<p>8</p>
<p>Unit IV</p> <p>Creative and Lateral Thinking Management:</p> <ul style="list-style-type: none"> • Thinking • Creative Thinking 	<p><u>Text</u> Management of Technology & Innovation by Dr. V.K. Khurana</p> <p><u>Supplementary</u></p>	<p>5</p>

<ul style="list-style-type: none"> • Problem Solving • Managing Lateral Thinking 	DeBono, Edward (1990). Lateral Thinking, Penguin Books	
Total		30

Text Book

1. **Dr. V.K. Khurana– Management of Technology & Innovation, 2012 Edition, Ane Books Pvt. Ltd.**

Reference Book

1. **Adair, John (2007). Leadership for Innovation, Kogan Page India Private Limited.**
2. **DeBono, Edward (1990). Lateral Thinking, Penguin Books.**
3. **Melissa A. Schilling (2008). Strategic Management of Technological Innovation, Special Indian Edition, Tata McGraw Hill.**

**MANAGEMENT EDUCATION & RESEARCH INSTITUTE
MASTER OF BUSINESS ADMINISTRATION**

SEMESTER II

MS 104 - FINANCIAL MANAGEMENT
COURSE OUTLINE

COURSE OBJECTIVE

The objective of this course is to develop skills which are useful for understanding and dealing effectively with finance in organization.

METHODOLOGY

(a) The pedagogy will be Lectures, Case Study, Discussions and Presentations.

EVALUATION

Besides the Semester end- examination, the students will be continuously assessed during the course on the following basis:

(a)	End Term Exams	: 75 marks
(a)	Written Assignments/ Case Analysis/ Presentation	: 15 marks
(b)	Mid Term Test	: 10 marks
	Total	: 100 marks

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TEACHING PLAN:

Detailed Course Outline	References	Sessions
UNIT I Introduction • Finance function & goals of F.M.	<u>Text</u> IM. Pandey - Chap.1 <u>Supp.</u> Prasanna Chandra –Chap.1	½

<ul style="list-style-type: none"> Financial Flows & forecasting 	<u>Text</u> IM. Pandey - Chap.2 <u>Supp.</u> Prasanna Chandra –Chap.1	1
<ul style="list-style-type: none"> Fundamental valuation concepts Time value of money 	<u>Text</u> IM. Pandey - Chap.3 <u>Supp.</u> Prasanna Chandra –Chap.3	2
Financial analysis planning & control <ul style="list-style-type: none"> Financial statement Analysis Funds flow & Cash flow statement 	<u>Text</u> IM. Pandey Chap.23-24 Chap 28	4 2
UNIT II Capital Budgeting <ul style="list-style-type: none"> Basic Concepts Methods of Appraising investment proposals Cost of Capital Risk Analysis in Capital Budgeting 	<u>Text</u> IM. Pandey - Chap.6-8 <u>Supp.</u> Prasanna Chandra –Chap.15	$\frac{1}{2}$ 2 2 2
UNIT III Capital Structure & Dividend Policy <ul style="list-style-type: none"> Analysis of leverages Capital Structure & cost of capital Dividend policy and Internal financing 	<u>Text</u> IM. Pandey - Chap.26 IM. Pandey - Chap.10-12 <u>Supp.</u> Prasanna Chandra –Chap.18 & 21	2 2 2
UNIT IV Working Capital & Management <ul style="list-style-type: none"> Nature & scope Determination and Computation Management of Cash Management of Receivables Management of inventors Financing Current Assets 	<u>Text</u> IM. Pandey Chap.18-22 <u>Supp.</u> Prasanna Chandra –Chap.22 to 25	$\frac{1}{2}$ 2 1 2 2 $\frac{1}{2}$
TOTAL NO. OF SESSIONS		32

Text Book

I.M. Pandey, Financial Management , Vikas Publishing House Pvt. Ltd. , Ninth edition

Supplementary Readings:-

Prasanna Chandra, **Fundamentals of Financial Management**, Tata Mc Graw Hill Publishing Company Ltd., Forth Edition

Khan & Jain, Financial Management, M. Graw hill, Sixth Edition

MANAGEMENT EDUCATION & RESEARCH INSTITUTE
MASTER OF BUSINESS ADMINISTRATION
SEMESTER II

MS – 106 MARKETING MANAGEMENT

COURSE OUTLINE

COURSE OBJECTIVES

- (1) The objective of this course is to develop a basic understanding of various marketing concepts, terminologies and processes.
- (2) To develop strategic thinking about customer and market place.
- (3) To make students understand new metaphor that characterizes marketing in the age of information democracy.
- (4) To familiarize students with current marketing practices in organizations.

METHODOLOGY

- (1) The pedagogy will be lectures, discussions, case studies, assignments and role-plays.
- (2) Audio-Visual aids will be used during the course.

EVALUATION

Besides the Semester end- examination, the students will be continuously assessed during the course on the following basis:

(a)	Research Project / Case Analysis	:	15 marks
(b)	Mid Term Test	:	10 marks
(c)			
(d)	End Term Exams	:	75 marks

Total : 100 marks

TEACHING PLAN

Detailed Course Outline	References	No. of Sessions
<p>UNIT I-----</p> <ul style="list-style-type: none"> ◆ Marketing definitions & Core marketing concepts, Customer driven marketing strategy-production concept, product concept, selling concept, marketing concept 	<p><u>Text</u> Kotler, Armstrong, Agnihotri</p> <p><u>Supplementary</u> Ramaswamy, Nama Kumari</p>	2
<ul style="list-style-type: none"> ◆ The central role of strategic planning, The nature and contents of a marketing plan. Marketing mix 	<p><u>Text</u> Kotler, Armstrong, Agnihotri</p> <p><u>Supplementar</u> Ramaswamy, Nama Kumari</p>	2
<ul style="list-style-type: none"> ◆ Marketing environment, green marketing, frugal marketing 	<p><u>Text</u> Kotler, Armstrong, Agnihotri</p> <p><u>Supplementary</u> Ramaswamy, Nama Kumari</p>	2
<p>UNIT II-----</p> <p>- • Marketing information system</p> <ul style="list-style-type: none"> ◆ Marketing research process ◆ Customer value, satisfaction and loyalty- CPV, CLV, RACLV, Data warehouse and datamining 	<p><u>Text</u> Kotler, Armstrong, Agnihotri</p> <p><u>Supplementary</u> Ramaswamy, Nama Kumari</p>	2
<ul style="list-style-type: none"> ◆ Consumer Behavior-The decision process 	<p><u>Text</u> Kotler, Armstrong, Agnihotri</p> <p><u>Supplementary</u> Ramaswamy, Nama Kumari</p>	2
<ul style="list-style-type: none"> ◆ Market segmentation and targeting ◆ Identifying and analyzing competitors 	<p><u>Text</u> Kotler, Armstrong, Agnihotri</p> <p><u>Supplementary</u> Ramaswamy, Nama Kumari</p>	2
<p>UNIT III-----</p> <ul style="list-style-type: none"> ◆ Role of Brands, Brand Equity, Branding strategies 	<p><u>Text</u> Kotler, Armstrong, Agnihotri</p>	

◆ Positioning and Differentiation	<u>Supplementary</u> Ramaswamy, Nama Kumari	2
PRODUCT ◆ Product Levels, Product Mix, Packaging, Labeling. ◆ Product life-cycle strategies	<u>Text</u> Kotler, Armstrong, Agnihotri <u>Supplementary</u> Ramaswamy, Nama Kumari	2
◆ New Product Development	<u>Text</u> Kotler, Armstrong, Agnihotri <u>Supplementary</u> Ramaswamy, Nama Kumari	2
UNIT IV ----- <i>PRICE</i> ◆ Understanding Pricing, Setting the Price, pricing strategies Adapting the Price	<u>Text</u> Kotler, Armstrong, Agnihotri <u>Supplementary</u> Ramaswamy, Nama Kumari	2
<i>PLACE</i> ◆ The role of marketing channels, channel design decisions, channel management decisions	<u>Text</u> Kotler, Armstrong, Agnihotri <u>Supplementary</u> Ramaswamy, Nama Kumari	2
◆ Retailing , Wholesaling & Market Logistics	<u>Text</u> Kotler, Armstrong, Agnihotri <u>Supplementary</u> Ramaswamy, Nama Kumari	2
UNIT V----- PROMOTION ◆ The role of marketing communications, developing effective communications	<u>Text</u> Kotler, Armstrong, Agnihotri <u>Supplementary</u> Ramaswamy, Nama Kumari	1
◆ Advertisement, Personal selling Sales promotion, Public relations	<u>Text</u> Kotler, Armstrong, Agnihotri	2

◆ Direct Marketing,online marketing Interactive Marketing .	<u>Supplementary</u> Ramaswamy, Nama Kumari	
◆ Marketing of services ◆ Global Marketing	<u>Text</u> Kotler, Armstrong,Agnihotri <u>Supplementary</u> Ramaswamy, Nama Kumari	2
◆ Organizing the marketing department ◆ Marketing implementation and control	<u>Text</u> Kotler, Armstrong,Agnihotri <u>Supplementary</u> Ramaswamy, Nama Kumari	1
◆ Total Number of Sessions		30

Text Book

Marketing Management – A South Asian Perspective by Kotler, Armstrong,Agnihotri Pearson Publication

Supplementary Readings:-

1. Marketing Management by Ramaswamy, Nama Kumari(4rd Edition)
2. Kellogg on Marketing by Iacobucci
3. Marketing by Etzel, Walker, Stanton (13th Edition)
4. Marketing Management by Rajan Saxena (3rd Edition)

MANAGEMENT EDUCATION & RESEARCH INSTITUTE MASTERS OF BUSINESS ADMINISTRATION

SEMESTER II

MS108 - BUSINESS RESEARCH

COURSE OUTLINE

COURSE OBJECTIVE:

The course has been designed with following objectives:

- i) To familiarise the students with the current and past theory and practice of 'Business Research' in India and abroad.
- ii) To sensitise them to the best practices in Business Research.
- iii) To enable them to understand the importance of knowing research better.
- iv) To help them comprehend the variety of factors which influence research in business.
- v) To facilitate a positive attitude towards research in general and business research in particular.

Pedagogy

Prior reading of suggested course material for each session happens to be a prerequisite for each participant (that includes the Faculty too) to meaningfully reflect his/her point of view. Since the reading material will be quite exhaustive, barring exceptions, the role of faculty member is restricted to that of a facilitator or a moderator. Each session shall involve discussion among participants with practical examples and supplements from the faculty member.

Case studies/Assignments will be specified for preparation to supplement learning wherever the faculty finds it appropriate

EVALUATION:

Besides the Semester end- examination, the students will be continuously assessed

during the course on the following basis:

- | | |
|--------------------------------------|-------------|
| (e) Research Project / Case Analysis | : 15 marks |
| (f) Mid Term Test | : 10 marks |
| (g) | |
| (h) End Term Exams | : 75 marks |
| Total | : 100 marks |

Course Content

The programme will unfold as per following **Session-wise Teaching-Learning Plan:**

Section	Theme	Hours
I Introduction	Intro to Business Research, Definition and Application Types of research	3

	Steps in Research Process , Reviewing of Literature	3
	Formulating a Research Problem , establishing operational Definitions, Identifying Variables	3
	Types of Measurement Scale, constructing Hypothesis	3
II Research Design	Research design – definition, functions; study designs – based on number of contacts, based on Reference period, experimental, non-experimental and quasi- experimental study designs, cross-Over comparative experimental design, replicated cross-sectional design, action research	6
	Methods of Data Collection – Primary and Secondary Sources; Primary Data Collection Instruments;	4
Measuremen t Concept	Attitudinal Scales – Likert, Thurstone, Guttman Scales; Validity of Research Instruments – Face And Content, Concurrent And Predictive, Construct Validity; Reliability of Research Instruments –External And Internal Consistency Procedures	4
III Sampling And Research Proposal	Sampling – Concepts, Principles; Types of Sampling – Probability, Non-Probability, Mixed Sampling Designs; Sampling Frame; Sample Size Determination;	7
	Writing A Research Proposal; Ethical Issues In Data Collection;	7

	Data Editing, Coding And Tabulating.	
	Questionnaire Design	
IV Hypothesis	Introduction to Hypothesis Testing; Advanced Data Analysis Techniques – Basic Concepts of Discriminant Analysis, Factor Analysis, Cluster Analysis, Multi-Dimensional Scaling And Conjoint Analysis; Displaying Data; Writing A Research Report	16

Prescribed Text:

1. Ranjit Kumar (2009) Research Methodology, 2nd edition, Pearson Education.
2. Naresh Malhotra and S Dash (2009) Marketing Research, 5th edition, Pearson Prentice Hall.

Reference Books

1. Donald Cooper and PS Schindler (2009) Business Research Methods, 9th edition, Tata McGraw Hill.
2. Uma Sekaran (2010) Research Methods for Business, 4th edition, Wiley.
3. Robert Stine and D Foster (2010) Statistics for Business, 1st edition, Pearson Education.
4. Richard Levin and DS Rubin (2009) Statistics for Management, 7th edition, Pearson Education
5. Zikmund William G, Business Research Methods, Seventh Ed., Thomson South Western

MANAGEMENT EDUCATION & RESEARCH INSTITUTE

MASTER OF BUSINESS ADMINISTRATION

SEMESTER II

MS 110 - OPERATIONS MANAGEMENT

COURSE OUTLINE

COURSE OBJECTIVES

COURSE OBJECTIVES

- (5) The objective of this course is to develop a basic understanding of various Operations Management concepts, terminologies and processes.
- (6) To develop strategic thinking about Operations management.
- (7) To make students understand new metaphor that characterizes Operations Management in the IT and computer age.
- (8) To familiarize students with current Operations Management practices in organizations.

METHODOLOGY

(3) The pedagogy will be lectures, discussions, case analysis and assignments.

(4) Audio-Visual aids will be used during the course.

EVALUATION :

Besides the Semester end- examination, the students will be continuously assessed during the course on the following basis:

(a) End Term Exams	: 75 marks
(c) Written Assignments/ Case Analysis/ Presentation	: 15 marks
(d) Mid Term Test	: 10 marks
Total	: 100 marks

TEACHING PLAN

Detailed Course Outline	No. of Sessions
UNIT: - 1 Introduction to Operations Management, Nature & Scope of Operations Management, Historical Evolution of Operations Management,	3
Systems Perspectives of Operations Management, and Relationship of Operations Management with Other Functional Areas, Operations Strategy, Recent Trends in the Field of Operations Management	9

UNIT: - II . Product Development: Product Development Process, Concurrent Engineering, Tools and Approaches in Product Development viz: Quality Function Deployment, Design for Manufacturability, Design for Assembly, Design for Quality, Mass Customization;	7
Process Selection and Facilities Layout: Determinant of Process Selection, Process-Product Matrix, Types of Layouts, Line Balancing; Facilities Location; Work Measurement and Job Design	7
UNIT: -III Demand Forecasting; Capacity Planning; Resources Planning: Aggregate Production Planning Materials Requirement Planning, Scheduling;	6
Theory of constraints and Synchronous Manufacturing; Lean Management and Just in Time Production; Supply Chain Management; Inventory Planning and control	10
UNIT: - IV Quality Management, Quality: Definition, Dimension, Cost of Quality, Continuous Improvement (Kaizen), ISO (9000&14000 Series), Quality Awards,	5
Statistical Quality Control: Variable & Attribute, Process Control, Control Chart (X , R , p , np and C chart) Acceptance Sampling Operating Characteristic Curve (AQL , LTPD, a & b risk) Total Quality Management (TQM)	9

Text Books

1. Mahadevan B. (2010). Operations Management: Theory and Practice, 2nd Edition, Pearson Education.
2. Chase, R.B, et. Al (2010), Operations Management for Competitive Advantage, Tata McGraw Hill, New Delhi
3. Stevenson W. J (2007). Operations Management, 9th Edition, Tata McGraw Hill, New Delhi

Reference Books

1. Gaither Norman and Frazier G.(2004). Operations Management, 9th Edition, Cengage Learning.
2. Chary, S.N and Paneerselvam R. (2009). Production and Operations Management, Tata McGraw Hill, New Delhi
3. Terry Hill (2005). Operation Management. Palgrave McMillan.

**MANAGEMENT EDUCATION & RESEARCH INSTITUTE
MASTER OF BUSINESS ADMINISTRATION
SEMESTER II
MS 112 - HUMAN RESOURCE MANAGEMENT**

COURSE OUTLINE

COURSE OBJECTIVE

The objective of this course is to provide students a comprehensive review of essential personnel management concepts and techniques in a highly practical and understandable form.

This Course will aid the students in having a clear understanding about the concepts, methods and techniques and issues involved in managing human resource so as to facilitate employing, maintaining and promoting a motivated force in an organization.

Pedagogy

Lectures assisted by Case Studies, Presentations & Discussions.

Prior reading of suggested course material for each session happens to be a prerequisite for each participant (that includes the Faculty too) to meaningfully reflect his/her point of view. Since the reading material will be quite exhaustive, barring exceptions, the role of faculty member is restricted to that of a facilitator or a moderator. Each session shall involve discussion among participants with practical examples and supplements from the faculty member.

Case studies/Assignments will be specified for preparation to supplement learning wherever the faculty finds it appropriate

EVALUATION

(a)	Mid Term Test	:	15 marks
(b)	Internal Assessment	:	10 marks
(c)	University Exams	:	75 marks
	Total	:	100 marks

TEACHING PLAN

Detailed Course Outline	References	Sessions
UNIT 1 Introduction to Human Resource Management: Concept of HRM, Nature, Scope, Functions, Objectives, Processes, Importance and Evolution of HRM, HRM Models (In India and Abroad), Roles and Responsibilities of HR managers. Competitive Challenges and HRM: Technological Changes, Workforce Diversity, Employee Empowerment, Managing Protean Careers, Moonlighting Phenomenon etc. Case Study	<u>Text</u> K. Aswathappa, TMH Chapter-1, Chapter-27 Chapter-17 Snell et al (2010). Human Resource Management, Cengage Learning Chapter 1 Web Resources <u>Supplementary</u> Dessler et al (2008). Human	8

	Resource Management, Pearson Education. David A. Decenzo & Stephen P. Robbins	
<p>UNIT II</p> <p>Strategy and Workforce Planning: Strategic Planning and HR Planning: Linking the Processes, Methods and Techniques of Forecasting the Demand and Supply of Manpower, Computing Turnover and Absenteeism,</p> <p>Job Analysis, Job Design: Behavioral Concerns, Ergonomic Considerations and Flexible Work Schedules.</p> <p>Presentation</p>	<p>Text K.Aswathappa Chapter 4</p> <p>Chapter 5</p> <p>Supplementary Snell et al (2010) Chapter 2 Chapter 3 David A. Decenzo & Stephen P. Robbins C.S.Venkataratnam & B.K. Srivastava C.B. Memoria, Flippo</p>	8
<p>UNIT III</p> <p>Expanding the Talent Pool: Recruitment, Career Management: Developing Talent Overtime, Career Development Initiatives, HRM Competencies: Roles of HR Generalists and HR Specialists, Selection, Training & Development, Appraising and Improving Performance: Performance Appraisal Programs, Processes and Methods, Job Evaluation, Managing Compensation, Incentives and Employee Benefits, Health and Social Security Measures, Managing Labor Relations: An Overview.</p> <p>Role Play</p>	<p>Text K.Aswathappa Chapter 6</p> <p>Web Resources</p> <p>Chapter 7 Chapter 9 Chapter 10 Chapter 11,12 Chapter 13 Chapter 20 Chapter 22</p> <p>Supplementary Snell et al (2010). Human Resource Management, Cengage Learning Chapter 2,4,5,6,7,8,9,10,11</p>	16
<p>UNIT IV</p> <p>Contemporary Issues in HR – Strategic Human Resource Management, International Human Resource Management</p> <p>Creating High Performing HR Systems: Wellness Programs and Work Life Balance and Green HRM Human Resource Information Systems, Human Resource Audit, and Human Resource Accounting, (14 Hours)</p> <p>Action Learning</p>	<p>Text K.Aswathappa</p> <p>Chapter 27</p> <p>Chapter 28</p> <p>Snell et al (2010). Human Resource Management, Cengage Learning Chapter 10 Chapter 13</p>	10

	Web Resources <u>Supplementary</u> Dessler et al (2008). Human Resource Management, Pearson Education David A. Decenzo & Robbins C.S.Venkataratnam & Srivastava	
Complete Overview of Syllabus		2
Total		44

K.Asathappa – Human Resources and Personnel Management, Tata McGraw Hill, 1997

Text Books

1. Snell et al (2010). Human Resource Management, Cengage Learning(India Edition).
2. Dessler et al (2008). Human Resource Management, Pearson Education.

Reference Books

3. Armstrong, M. (2009). Armstrong’s Handbook of Human Resource Practice, Kogan Page
4. Lepak, D. & Gowan M. (2009). Human Resource Management, Pearson Education.
5. Ivancevich (2009). Human Resource Management, Tata Mc Graw Hill
6. Denisi, A S, Griffin, R W (2005). HRM an Introduction, Cengage Learning
7. Davi A. Decenzo and Stephen P. Robbins –Human Resource- Pearson
8. Edwin B. Flippo – Personal Management, New York, Mc Graw Hill Book Company, International Edition, 1984
9. C.S. Venkataratnam and B.K. Srivastava, Personnel Management and Human Resources, New Delhi, Tata Mc Graw Hill Publishing Company Ltd., 1991
10. C.B. Memoria, Personal Management (Management of Human Resource), Himalaya Publishing House, Twelfth Edition Reprint, 1997

Management Magazines & Journals

Effective Executive by ICFAI press
Management Review
Harvard Business Review
Indian Management by AIMA
Human Capital
People Matters
Business India
Business Today
Business World
Forbes

**MANAGEMENT EDUCATION & RESEARCH INSTITUTE
MASTER OF BUSINESS ADMINISTRATION
SEMESTER II**

MS 114 - e -BUSINESS

COURSE OUTLINE

COURSE OBJECTIVE

The objective of this course is to impart understanding of the concepts and various application issues of e-business like Internet infrastructure, security over internet, payment systems and various online strategies for e-business.

METHODOLOGY

1. The pedagogy will be lectures & exercises and also related case study.
2. Audio Visual aids will be used extensively during the course.

EVALUATION

Besides the Semester end- examination, the students will be continuously assessed during the course on the following basis:

- | | | |
|---|---|----------|
| 1. Mid Term Examinations | : | 15 marks |
| 2. Individual Presentation/Viva-Voce/
Group Discussion | : | 10 marks |
| 3. End Semester Examinations | : | 75 marks |

Total : 100 marks

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TEACHING PLAN:

Detailed Course Outline	References	No. of Sessions
<p>Unit I</p> <p>Introduction to e-business:</p> <p>Electronic Business, Electronic Commerce, Types of Electronic Commerce, Benefits, Limitations and Barriers of E-commerce</p> <p>Electronic Commerce Models, Value Chains in Electronic Commerce, Ecommerce in India., Web Based Tools for Electronic Commerce Intranet, Composition of Intranet, Business Applications on Intranet, Extranets</p> <p>Electronic Data Interchange, Components of Electronic Data Interchange, Electronic Data Interchange Communication Process.</p>	<p>Ch-1,2,3 Bharat Bhasker</p> <p>Ref: Ch-1,2,4,11 Awad</p>	<p>2</p> <p>3</p> <p>2</p>
<p>Unit II</p> <p>Security Issues in e-business</p> <p>Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital</p>	<p>Ch-8,9,3 Bharat</p>	

Signatures, Digital Certificates	Bhasker	3
Securing E-commerce Networks: Security Protocols such as HTTP, SSL, Firewalls, Personal Firewalls, IDS, VPNs, Public Key Infrastructure (PKI) for Security.	Ch-13,14 Awad & Web Resources	4
Unit III		
Electronic Payment System		
Concept of e-Money, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards, Stored Value cards and Electronic Payment Systems	Ch-15 Awad & Web Resources	4
B2B Electronic payments, Infrastructure Issues in EPS, Electronic Fund Transfer.		3
Unit IV		
e-Business Applications & Strategies		
Business Models & Revenue Models over Internet, Emerging trends in e-Business	Ch-6,12 Awad	2
e-Governance, Digital Commerce, Mobile Commerce, Strategies for E-Commerce, Internet based Business Models;	& Web resources	2
Legal, Ethical and Societal Impacts of E-Commerce.		3
Presentations		2
Total		30

Text Books

1. Dave Chaffey (2009). E-Business and E-Commerce Management- Strategy, Implementation and Practice, 3rd Edition, Pearson Education.
2. Bharat Bhaskar (2009). Electronic Commerce- Framework, Technologies and Applications, 3rd Edition, Tata McGraw Hill.

Reference Books

1. Efraim Turban, David King, Dennis Viehland, Jae Lee, (2009): Electronic Commerce – A Managerial Perspective, 4th Edition, Pearson Education.
2. Elias M. Awad (2007). Electronic Commerce- From Vision to Fulfillment, 3rd Edition. PHI Learning.
3. Joseph, P.T. and S.J. (2008). E-Commerce – An Indian Perspective, 3rd Edition, PHI.
4. Schneider Gary P. and Perry, James T (2007). Electronic Commerce Strategy, 1st Edition, Cengage Learning.