Department of Business Management
VBS Purvanchal University, Jaunpur

SYLLABUS
Batch 2015-16 onwards

Semester - III

MBA (E-Commerce)

Syllabus_MBA/MBA (Agri-Business)/MBA (E-Commerce) – IV Semester (Batch 2015-16 onwards)

MGT 301: STRATEGIC MANAGEMENT

1. Introduction to strategy, Business Policy and Strategic Management, Strategic Management Process, Strategic Decision Making, Role of board of directors, CEOs and Top management in the strategic management, An introduction to corporate governance, Mission and objectives.

2. Constituents of External Environment and their impact, Environmental analysis steps, Assessment of opportunities & threats, Competition analysis, Preparation of ETOP.
Internal corporate analysis, Determination & measurement of strengths & weaknesses, Models to analyse strength & weakness,

3. Formulation of strategy, Tows Matrix, Grand strategies, Growth, Stability, Retrenchment & Combination strategy, Genetic competitive strategies.
Portfolio Analysis, BCG Model, GE-Nine Cell Model, Corporate parenting.

4. Strategy Implementation Process, Interrelationship between strategy formulation & Implementation, Organizing for effective Implementation, Leadership Implementation, Behavioral Issues in strategy Implementation.

5. Functional strategy: Marketing, Operations, Finance, Recent R & D & HR strategies, Resent Issues in strategic Management: Diversification, Integration, Mergers and Acquisitions (M & A), RE-engineering and Restructuring.

References:

1. *William Glueck: Business Policy & Strategic Management, McGraw Hill.*
2. *Ansaff H. Iger, Corporate Strategy: An Analytical approach to Business Policy for Growth & Expansion, McGraw Hill.*
3. *Azhar Kazmi, Business Policy, McGraw Hill.*
4. *Porter M.E., Competitive Advantage, The Freepress New York.*
5. *Steiner G.A., J.B. Mier, E.R. Gray, Management Policy & Strategy, McMillan, London.*

ECM 302: PROJECT MANAGEMENT

1. Introduction to Project Management, Introduction to E-Commerce Projects, Nature and Characteristics of E-Commerce Projects.

2. Formulation of E-Commerce Projects, Economic, Technical and Financial feasibility.

3. Generation of alternative project ideas and screening, Evaluation and ranking of projects

4. Financing of E-Commerce Projects, Implementation of Project Management, Issues in E-Commerce Projects.

5. Operational problems in implementation of the projects, Behavioral and Cross-cultural issues in Multinational and Multicultural Project Teams.

References:
1. *Danial Minoli & E. Minoli, Web Commerce Technology Hand Book, TMH.*
2. *Parag Diwan & Sunil Sharma, E-Commerce.*
3. *Prasanna Chandra, Projects: Preparation, Appraisal, Budgeting and Implementation, TMH, New Delhi.*

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MGT 303: OPERATIONS RESEARCH

1.   **Introduction:** Meaning, features, nature and scope of Operations Research, Historical development of OR, Limitations of OR.

Linear Programming Problems: General Statement of LP Problem, Assumptions underlying Linear Programming, Formulation of Linear Programming Problems.

2.   **Solution to Linear Programming Problems:** Graphic Method; Simplex method: Conditions for application of simplex method, solution to maximization and minimization problem, Big M method, Duality in LP & sensitivity analysis.

3.   **Transportation Problems:** Solution to the Transportation Problem, Unbalanced Transportation Problem, Degeneracy,

Assignment Problems: Assignment Problems and their solutions, Unbalanced Assignment Problem, Traveling salesman problem.

4.   **Queuing Theory:** General structure of Queuing system, Operating characteristics of a queuing system, deterministic queuing model, Probabilistic Queuing model: Poisons exponential, Single server model-infinite population model only.

Theory of Games: Two person Zero sum game, Solution of 2Xn and mX2 games with their applications.

5.   **PERT & CPM:** Problems and Solutions.

Simulation: Process of simulation, Monte Carlo simulation, Application of simulation, Advantages and disadvantages of simulation..

References:

1.   *Sharma, J.K., Fundamentals of Operations Research, McMillan, New Delhi.*

2.   *N.D. Vohra, Quantitative techniques.*

3.   *Kanti Swaup, Operations Research.*

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ECM 304: JAVA LANGUAGE & HTML

Introduction to Java and HTML, The Java Language, User Interface, Input-Output, Databases, Component Based Development, Advance Java, Debugging Java, Java Script and Java Resources.

Creating Web Page Using HTML, building foundation, providing structure, Adding Context, Using Basic Style, Creating Lists, Adding Links, Adding Images to a web page, Using Image Map for Navigation, Animating Graphics, Adding Sound and Video, Including Java Applets, Controlling the Presentations, Adding Interactivity, Using Meta Information, Creating widely accessible web pages, HTML Publishing.

References:

1. *Joseph L. Weber, Using Java 2, PHI*
2. *Lee Anne Philips, Using HTML 4, PHI*

ECM 305: WEB PUBLISHING AND HOSTING

Introduction to the Web Technology, Steps in Creation of a Web Site, Technologies for Web Servers, Publishing Systems, Setting up a Server, Maintaining a Web Server.

Electronic Publishing Issues, Approaches, Legalities, and Technologies, Web Based E-Publishing, Intellectual Property Issues in the edge of the EP, Intellectual Property Issues for Multimedia / Hypermedia.

References:

1. *Danial Minoli & E. Minoli, Web Commerce Technology Hand Book, TMH.*
2. *Parag Diwan & Sunil Sharma, E-Commerce.*

Syllabus_MBA (E-Commerce) – III Semester (Batch 2015-16 onwards)

ECM 306: OBJECT ORIENTED PROGRAMMING

Introduction to Object Oriented Programming, C++. Difference between ANSI C and C++ Preparation of Flow Charts and Algorithms. Simple C++ Programs. Structure of C++ Program. C++ Statements. Creating the source Files, Compiling and Linking, Working with the File. Functions in C++, Pointers, Virtual Functions. Inheritance, Classes and Objects, Arrays, Constructors and Deconstructions, Operators Overloading. Object Oriented System Development.

References:

1. *E Balaguruswami, Object Oriented Programming with C++, Tata McGraw Hill.*
2. *Programming in C++.*

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MGT 307: SUMMER TRAINING REPORT/PRESENTATION

The students shall be required to undergo practical training/Project work for a period of 6 to 8 weeks in any organization connected with Industry/ Trade/ Commerce/ Business approved by the department of the University. The student will submit a training report, which shall be evaluated by experts.

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ECM 308: CASE TEST

8-10 Case studies are to be discussed on general management. The selection of the cases would be done by the concerned faculty members.

The examination would be of two-hour duration. One Case-Study would be provided to the students which may or may not be from the list of the cases already discussed in the class. The students would be required to answer the questions asked on the basis of supplied case. The test would be for 50 marks.