



# School of Computer Science & IT Devi Ahilya Vishwavidyalaya

## SYLLABUS

### MBA(CM) 2 years

#### Program Educational Objectives (PEOs)

- PEO 1:** Impart a blend of management, computer & soft skills required for management professionals.
- PEO 2:** Develop technology enabled managerial capabilities for sound planning, smart decision making & efficient management of business organizations.
- PEO 3:** Imbibe profound knowledge adaptable to novel technology, innovations & changes in IT industries through lifelong learning.
- PEO 4:** Produce responsible citizens who can empower the business organization with human and ethical values.

#### Program Specific Outcomes (PSOs)

- PSO 1:** To prepare students to learn & implement ERP packages for effectively automating business processes.
- PSO 2:** To develop multidisciplinary skills and professional capabilities to address organizational management requirements.

## III - SEMESTER

## IC-2930: Digital Marketing

### Aim:

To develop proficiency in the specification, representation, and implementation of digital marketing and apply the concepts for better market design.

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### Course Outcomes:

- CO 1: Understand Marketing and Digital marketing with its tools.
  - CO 2: Learn to run a social media marketing campaign to gain hands-on real world experience.
  - CO 3: Solve and create digital marketing strategies for various brands.
  - CO 4: Application and use of various platforms of digital marketing.
  - CO 5: Features aspects, new technologies, and modern accept of digital marketing.
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### Unit-I

Introduction to Digital Marketing: Meaning of Digital Marketing, Differences from Traditional Marketing, Return of Investments on Digital Marketing vs. Traditional Marketing, E Commerce, Tools used for successful Marketing, SWOT Analysis of Business for Digital Marketing, Meaning of Blogs, Websites, Portal and Their Differences, Visibility, Visitor Engagement, Conversion Process, Retention, Performance Evaluation.

### Unit-II

Search Engine Optimization (SEO) : On page Optimization Techniques, Off Page Optimization Techniques, Preparing Reports, Creating Search Campaigns, Creating Display Campaigns.

### Unit-III

Social Media Optimization (SMO): Introduction to Social Media Marketing, Advanced Facebook Marketing, WordPress Blog Creation, Twitter Marketing, LinkedIn Marketing, Instagram Marketing, social media Analytical Tools.

### Unit-IV

Search Engine Marketing : Meaning and Use of Search Engine Marketing, Tools used - P Click, Google Ad words, Display Advertising Techniques, Generation Website Traffic Analysis, Affiliate Marketing and Ad Des Google Analytics, Online Reputation Management, Email Affiliate Marketing, Understanding Ad Words Algorithm, Adverb Designing.

### Unit-V

Other Digital Marketing Concepts: Introduction, Content Marketing, Goals of Content Marketing, Start Content Marketing, E-mail Marketing -mail Newsletters, Digests, Dedicated E-mails, Lead Nurturing, Sponsorship E-mails, Transactional E-mails, Mobile Phone Marketing, Mobile Marketing Work, We Need a Mobile Marketing Strategy New Mobile Marketing Channels, Types of Mobile Marketing Strategies, Pay-Per-Click (PPC) Marketing Advantage of PPC Marketing, Factors behind Successful PPC Advertising, Conversion Rate Optimization (CRO).

**Text Books:**

DIGITAL MARKETING (Kamal Prakashan Indore)

**Reference Book(s):**

Dr. Arpana Bharani - Digital Marketing (Book)

Dr. Sheetanshu Rajoriya, Dr. Ajay Soni- Dr. Rupesh Meetal

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## CS-5620: Web Technology and E-Commerce

### Aim:

To focus on principles of e-commerce as business perspective with inclusion of web technology and the development of business environment.

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### Course Outcomes:

- CO 1: Understand the Types of Website, its Structure, Site Planning, designing and development
  - CO 2: Demonstrate the important HTML for designing static & dynamic pages and separate design from content using CSS
  - CO 3: Learn and apply web technologies i.e. servlet, jsp, javascript and ajax
  - CO 4: Exposure of persistency of data through database accessed from web client
  - CO 5: Understanding of various e-Commerce platform and architecture with their pros, cons and challenges
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### Unit-I

HTML & Forms: Introduction To HTML, Common HTML, Tags Physical & Logical, some basic tags like changing background color of page, text color etc., Text formatting tags, Ordered & Unordered Lists Tags, Inserting image, Links: text, image links, image mapping, tables, Frames, Form: Introduction with text box, text area, buttons, List box, radio, checkbox etc.

### Unit-II

Introduction to Server, Web Server, Application Server, configuration and testing of Server, Directory Structure of Server, Introduction to Servlet: basics, servlet skeleton, request and response generation, servlet life cycle, HTML to Servlet, Dynamic HTML through Servlet, Deployment Descriptor, Request handling methods, servlet collaboration, session, cookies, URL rewriting, hidden field applications.

### Unit-III

JSP Basics: Introduction of JSP, Why JSP? JSP vs Servlet, JSP rendering to browser, JSP life cycle, JSP elements, JSP implicit Objects, JSP collaboration with other sources, JSP directives.  
JavaScript: Basics, skeleton of javascript, datatypes, functions, events of javascript, objects of javascript, AJAX

### Unit-IV

Connection with Database: Database Driver, connectivity steps, resultset, statements, CRUD operations on database

### Unit-V

Introduction to E-Commerce, The Anatomy of E-Commerce Applications, E Commerce Framework, E-Commerce Consumer Applications, E-Commerce organization Applications, Advantage and disadvantages of E-Commerce, Electronic Payment Systems: Types of Electronic payment Systems, Digital Token-Based Electronic Payment Systems, Smart Cards, Credit Card Based Electronic

Payment Systems, EDI Application in Business, Security and Privacy Issues in EDI, Ethical, Social and Political issues in E-Commerce.

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**Text Books:**

K. Mukhar, "Beginning Java EE 5: From Novice to Professional", Wrox Press.

Schafer, Steven M. Web standards programmer's reference: HTML, CSS, JavaScript, Perl, Python, and PHP. John Wiley & Sons, 2007.

Batross, Ivan. Web Enabled Commercial Application Development Using HTML, DHTML, Javascript, Perl CGI. BPB Publications, 2009.

Ravi Kalakota and Andrew B. Whinston, Frontiers of Electronic Commerce, First Edition, 2003

**Reference Book(s):**

M. Hall, L. Brown, "Core Servlets and Java Server Pages", 2nd edition, Pearson education  
Glass, Michael K., et al. Beginning PHP, Apache, MySQL Web Development  
2008.

Sebesta, Robert W. Programming the world wide web. Pearson Addison Wesley,  
Education

## CS-4409: Enterprise Resource Planning

### Aim:

To learn and implement ERP strategies.

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### Course Outcomes:

- CO 1: Gain knowledge of the business process, evolution of Enterprise applications, basics of ERP package applications.
  - CO 2: Understand about CRM/HRM perspectives of ERP, SCM and business integration with ERP.
  - CO 3: Students will learn concepts of enterprise architecture planning, procedure of vendor selection, methods of ERP implementation.
  - CO 4: Learn SAP, Open-source ERP features and components.
  - CO 5: Learn the features, benefits and functions of Human Resource, advanced planning systems and Supply Chain applications.
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### Unit-I

Process view of organization: Introduction to business process, process redesign, business process Re-engineering, new process validation. Introduction to Enterprise Resource Planning: Reasons for the growth of the ERP market, role of ERP packages, evolution of Enterprise applications. Enterprise application implementation projects: Rationale for ERP, Enterprise architecture planning, Selection of an ERP vendor, Contracts with vendors.

### Unit-II

Planning, Design and implementation of ERP: Traditional system development, new approaches to system development. Sales and marketing: processes, management control processes in sales and marketing, sales and marketing modules in ERP systems, ERP and CRM. ERP accounting and finance module: Accounting and finance processes, management control processes in accounting, ERP production planning and materials management: Production planning and manufacturing processes, management control processes in production and manufacturing, materials management module in ERP systems.

### Unit-III

Human resource management: processes, human resource information systems, integration of human resource module with other modules, human resource/production planning/materials management case. Supply chain and CRM applications: Overview of supply and demand chain, supply chain framework, advanced planning systems, E-Business and ERP, introduction to CRM applications, growth of CRM applications.

### Unit-IV

ERP vendors: Introduction to different vendors, SAP: Products and technology R/3 overview, SAP advantages, an exposure to Baan Company, Oracle Applications, SAP project life cycle, SAP three tier architecture, client dependent Vs. client independent data, SAP GUI, SAP programming language and security, SAP basis, introduction to ABAP data types, control statements, logical operators.

**Unit-V**

ERP vendors: Introduction to different vendors, SAP: Products and technology R/3 overview, SAP advantages, an exposure to Baan Company, Oracle Applications, SAP project life cycle, SAP three tier architecture, client dependent Vs. client independent data, SAP GUI, SAP programming language and security, SAP basis, introduction to ABAP data types, control statements, logical operators.

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**Text Books:**

1. Enterprise Resource Planning by Mary Sumner, Fifth Edition, Pearson Education.

**Reference Book(s):**

1. Enterprise Resource Planning –Alexis Leon -Tata McGraw Hill publication
2. Concepts in Enterprise Resource Planning–Brady, Monk and Wagner – Thomson learning.
3. CRM at the speed of Light- Greenberg, Paul – TMH.
- 4.ERP: Making It Happen: The Implementers' Guide to Success with Enterprise Resource Planning, Thomas F. Wallace and Michael H. Kremzar, WILEY.
5. A Guide to ERP Benefits, Implementation and Trends, Lineke Sneller RC, Bookboon

## CS-4522: Enterprise Resource Planning - Practical

**Aim:** To prepare students with the skills to use ERP package efficiently and foster a deeper understanding of ERP technologies.

### Course Outcomes (COs):

- CO1:** To develop an understanding of the business process and basics of ERP package applications.  
**CO2:** To simulate stock management in Excel.  
**CO3:** To simulate the purchase order and supplier tracking process in Excel.  
**CO4:** To Manage sales entries and invoicing through Excel.  
**CO5:** Create a basic Volunteer Management App in Salesforce.  
**CO6:** Create and manage a basic accounting system for a small grocery store using Tally.

### List of Experiments-

<p><b>1) Understand the fundamentals of ERP and how Excel can simulate basic ERP modules.</b></p> <ul style="list-style-type: none"> <li>• Create a simple database of departments and employees.</li> <li>• Use Data Validation to restrict input for departments.</li> <li>• Create a lookup sheet for standardized codes (e.g., Product IDs, Vendor Codes).</li> </ul>	<b>No. of Hours: 4</b>
<p><b>2) Simulate stock management using Excel functions.</b></p> <ul style="list-style-type: none"> <li>• Design an inventory master with Item Code, Description, Stock, Reorder Level.</li> <li>• Use IF and VLOOKUP to highlight items that need restocking.</li> <li>• Create a dashboard showing current stock levels and reorder status.</li> </ul>	<b>No. of Hours: 4</b>
<p><b>3) Simulate the purchase order and supplier tracking process.</b></p> <ul style="list-style-type: none"> <li>• Create a Purchase Order (PO) template with auto-filled supplier details.</li> <li>• Use VLOOKUP/XLOOKUP to fetch supplier data based on supplier ID.</li> <li>• Link purchase order to inventory update logic using SUMIF.</li> </ul>	<b>No. of Hours: 4</b>
<p><b>4) Manage sales entries and invoicing through Excel.</b></p> <ul style="list-style-type: none"> <li>• Design a Sales Invoice template that pulls customer and item data automatically.</li> <li>• Create a Sales Register to track orders by customer/date.</li> <li>• Generate monthly sales summary reports using PivotTables.</li> </ul>	<b>No. of Hours: 8</b>
<p><b>5) Create a basic Volunteer Management App in Salesforce to track volunteers, events, and sign-ups.</b></p>	<b>No. of Hours: 8</b>
<p><b>6) To create and manage a basic accounting system for a small grocery store using Tally. The project will include company creation, ledger accounts, voucher entries, and generating basic reports.</b></p>	<b>No. of Hours: 8</b>

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2. Concepts in Enterprise Resource Planning–Brady, Monk and Wagner – Thomson learning.
3. CRM at the speed of Light- Greenberg, Paul – TMH.
- 4.ERP: Making It Happen: The Implementers' Guide to Success with Enterprise Resource Planning, Thomas F. Wallace and Michael H. Kremzar, WILEY.
5. A Guide to ERP Benefits, Implementation and Trends, Lineke Sneller RC, Bookboon.

## IC-4917: Accounting and Financial System

### Aim:

Development of understanding of basic concepts of Accounting for Managers.

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### Course Outcomes:

- CO 1: Understand basic term, rules and principles.
  - CO 2: Record business transaction in book of account.
  - CO 3: Finalize account at the end of period with few adjustments.
  - CO 4: Understand difference between Financial, Management and Cost Accounting with few tools and techniques.
  - CO 5: Importance of inventory and available software for accounts
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### Unit-I

Introduction to book keeping: meaning, nature, development, objectives, merits and difference between book keeping and accountancy, Fundamentals of accounting: Accounting concepts and conventions. Brief introduction to GAAP and its importance.

### Unit-II

Accounting structure: the process of accounting –journal, ledger, subsidiary books, Trial Balance based on double entry book keeping system.

### Unit-III

Financial Systems and related concepts: Form and preparation of Income statements, Statement of Financial Position, Method of Depreciation- SLM Method and WDV Method.

### Unit-IV

Introduction to Management Accounting and Cost Accounting, Break Even Analysis, Leverages, Cash & Fund Flow Statement.(Introduction and its use as decision making tools)

### Unit-V

Inventory Management and Responsibility Accounting: Methods of Inventory, Management and Material Issues, Responsibility Accounting- Meaning, Objectives and Importance, Accounting Package- Tally (operations).

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### Text Books:

1. Tulsian's Accountancy for Class XI
2. Financial Management by Khan & Jain

### Reference Book(s):

1. Financial Accounting by T.S. Grewal.
2. NCERT Books on Accounting and Financial Management for Class XI and XII

## CS-6518: Cloud Computing

### Aim:

To provide students with the fundamentals and essentials of Cloud Computing, thus creating a sound foundation while enabling students to start using and adopting Cloud Computing services and tools in their real-life scenarios.

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### Course Outcomes:

- CO 1: Learn the main concepts, key technologies, strengths, and limitations of cloud computing and the possible applications for state-of-the-art cloud computing
  - CO 2: Identify the architecture and infrastructure of cloud computing, including SaaS, PaaS, IaaS, public cloud, private cloud, hybrid cloud, etc.
  - CO 3: To gain knowledge of virtualization and Hands-on exercises on AWS, Salesforce and Google Cloud.
  - CO 4: Understanding of appropriate cloud computing solutions and recommendations according to the applications.
  - CO 5: Learn the core issues and latest trends and technologies of cloud computing
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### Unit-I

Introduction to cloud computing, History, Importance of cloud computing in the current era, characteristics of cloud computing, what cloud computing really is and isn't, pros and cons of cloud computing, technologies in cloud computing, migrating into cloud.

### Unit-II

Types of clouds, cloud infrastructure, cloud application architecture, working of cloud computing, trends in cloud computing, cloud service models, cloud deployment models, cloud computing and services pros and cons.

### Unit-III

Cloud computing technology, cloud life cycle model, role of cloud modeling and architecture, cloud system architecture, virtualization, types of virtualization, importance and limitations of various types of virtualization, virtualization in cloud computing.

### Unit-IV

Data storage, introduction to enterprise data storage, data storage management, file system, cloud data stores, cloud storage characteristics, applications utilizing cloud storage.

### Unit-V

Introduction to web services, cloud service deployment tools, management/ administrative services, risk management in cloud computing, introduction to apache Hadoop.

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### Text Books:

Cloud Computing: A practical approach for learning and implementation, 1st edition, Pearson, A. Srinivasan, J. Suresh.

**Reference Book(s):**

1. Investigating various tools such as VMWare, Eucalyptus etc.
2. Examining cloud applications in context to social networking, email, document/ spreadsheet hosting services etc. and various Google cloud applications.

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