Scheme of Examination

&

Syllabi

Of

Master in Business Administration

(Information Technology)

MBA(IT)

For

Academic Session 2015-2016 Onwards

Guru Gobind Singh Indraprastha University
Sector 16C, Dwarka, New Delhi -110078
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

THE EXAMINATION SCHEME FOR MBA(IT) PROGRAMME (TWO YEARS)

A. EXAMINATION SCHEME

1. The student shall be evaluated for each paper on continuous basis through internal and external evaluations respectively.

2. The internal evaluations for each paper shall be for 40 marks as detailed below:

   Minor –I (Theory Test) = 15 marks  
   (After six weeks of teaching)

   Minor – II (Theory Test) = 15 marks 
   (After 14 weeks of teaching)

   Internal Assessment = 10 marks  
   (Through classroom Performance & Assignments based on full paper)

   TOTAL = 40 marks

3. The external evaluation for each paper shall be based on end-term theory and practical/seminar/project examination. (as outlined in the detailed course scheme) carrying 60 marks.

4. Evaluation for NUES paper (MS(IT) 113, i.e. Managerial Skill Development in Semester I ) shall be based on periodic assessment out of 100 marks. The evaluation shall be done internally.

5. For MS(IT) 209 (Summer Training Project), the students shall carry out six to eight weeks Summer Training in any company/industry/organization on a given area under the supervision of the Teacher Mentor and a Project Supervisor in the company/industry/organization. The progress of the project will be continuously monitored by the supervisor and would be evaluated at the end of the semester by a panel of internal and external examiners through presentations and viva-voce examinations for 100(40 internal + 60 external) marks. For external Examiner panel will be submitted by the institute which will be approved by Board of Studies(BoS).

w.e.f. Academic Session 2015-2016
6. For MS(IT) 210 (Dissertation) the students will carry out individual project in their specialized area under the supervision of the Teacher Mentor/Project Supervisor. The problem would be assigned in the beginning of the semester. The progress of the project shall be continuously monitored by the supervisor and would be evaluated at the end of the semester by a panel of internal and external examiners through presentations and viva-voce examination for 100(40 internal + 60 external) marks. For external Examiner panel will be submitted by the institute which will be approved by Board of Studies(BoS).

7. For MS(IT) 254 (Comprehensive Viva Voce) the students will be evaluated on the basis of skills acquired by them throughout their courses in the IT and ERP subjects for 100 marks. The evaluation shall be done by internal (40 marks) and external (60 marks). For external Examiner panel will be submitted by the institute which will be approved by Board of Studies(BoS).

B. INSTRUCTIONS FOR PAPER SETTING (END SEMESTER EXAMINATION)

1. End Semester theory papers shall be set from all four units of the respective course content.
2. There would be total of Eight Questions. Each question shall be of 10 Marks.
3. Question I is compulsory which shall be of short answer type Questions.
4. From Question No.2 to 8, students shall attempt any five questions.
5. The Question Papers must be set so as to achieve the objectives laid down for the course.
6. Guidelines for setting papers would be sent to the External Examiners/Paper Setters.
# Guru Gobind Singh Indraprastha University, Delhi

## Master of Business Administration (信息技术) (MBA-IT)

### Semester – 1

<table>
<thead>
<tr>
<th>Code No.</th>
<th>Paper</th>
<th>L</th>
<th>T/P</th>
<th>Cr.</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS(IT) 101</td>
<td>Management Process &amp; Organizational Behavior</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>MS(IT) 103</td>
<td>Financial &amp; Management Accounting</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>MS(IT) 105</td>
<td>Quantitative Techniques for Decision Making</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>MS(IT) 107</td>
<td>Managerial Economics</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>MS(IT) 109</td>
<td>Database Management and Administration (DBMA)</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>MS(IT) 111</td>
<td>Management of Technology Innovation and Change</td>
<td>4</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td>MS(IT) 113</td>
<td>Managerial Skills Development (NUES)**</td>
<td>2</td>
<td>-</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Practical</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MS(IT) 151 DBMA Lab</td>
<td></td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>26</td>
<td>4</td>
<td>28</td>
</tr>
</tbody>
</table>

* L= Lectures, P = Practical, T= Tutorial
** NUES = Non University Examination Scheme.
# Guru Gobind Singh Indraprastha University, Delhi

## Master of Business Administration (Information Technology) (MBA-IT)

### Semester – 2

<table>
<thead>
<tr>
<th>Code No.</th>
<th>Paper</th>
<th>L</th>
<th>T/P</th>
<th>Cr.</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS(IT) 102</td>
<td>Business Research</td>
<td>4</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>MS(IT) 104</td>
<td>Human Resource Management</td>
<td>4</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>MS(IT) 106</td>
<td>Financial Management</td>
<td>4</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>MS(IT) 108</td>
<td>Production and Operations Management</td>
<td>4</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>MS(IT) 110</td>
<td>Marketing Management</td>
<td>4</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>MS(IT) 112</td>
<td>Business and Legal Environment</td>
<td>4</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>MS(IT) 114</td>
<td>Business System Analysis and Design</td>
<td>4</td>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Practical</th>
<th>ERP (Basic Functional Area) Lab</th>
<th></th>
<th>4</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td>28</td>
<td>4</td>
<td>30</td>
</tr>
</tbody>
</table>

w.e.f. Academic Session 2015-2016
**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

**MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)**

**SEMESTER – 3**

<table>
<thead>
<tr>
<th>Code No.</th>
<th>Paper</th>
<th>L</th>
<th>T/P</th>
<th>Cr.</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS(IT) 201</td>
<td>ERP-Advanced Business Application Programming</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>MS(IT) 203</td>
<td>Information System Management</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>MS(IT) 205</td>
<td>E-Governance &amp; Framework of ICT</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>MS(IT) 207</td>
<td>Software Project Management</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>MS(IT) 209</td>
<td>Summer Training Project</td>
<td>-</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Electives –I</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Electives –II</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Electives –III</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td><strong>Practical</strong></td>
<td><strong>ERP-Advanced Business Application Programming Lab</strong></td>
<td></td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>21</td>
<td>6</td>
<td>27</td>
</tr>
</tbody>
</table>

**Note:**
Students must select three papers from the list of electives motioned below.

**List Of Electives**

- MS(IT) 211  Network Application and Management
- MS(IT) 213  Data Centre Management
- MS(IT) 215  Knowledge Management
- MS(IT) 217  Information Security
- MS(IT) 219  E-Customer Relationship Management
- MS(IT) 221  Web Technologies
### List of Electives

<table>
<thead>
<tr>
<th>Code No.</th>
<th>Paper</th>
<th>L</th>
<th>T/P</th>
<th>Cr.</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS(IT) 212</td>
<td>Business Intelligence and Applications</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>MS(IT) 214</td>
<td>Cloud Computing</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>MS(IT) 216</td>
<td>E-Supply Chain Management</td>
<td>3</td>
<td>-</td>
<td>6</td>
</tr>
<tr>
<td>MS(IT) 218</td>
<td>Software Quality Assurance</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>MS(IT) 220</td>
<td>E-Business Financial Modeling</td>
<td>3</td>
<td>-</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credits = 113

1. To obtain the degree a student shall require 106 credits.
SEMESTER 1
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY)
(MBA-IT)

Semester - 1

Management Process and Organizational Behavior

Course Code: MS(IT) 101 L - 4, Credits - 4

Objectives: This course Management Functions and Organizational Behavior is to acquaint the students with the basic nature of management, its process, tasks and responsibilities of a professional manager as well as organizational behavioral dynamics for governing an organization.

Course Contents

Unit I

(14 Hours)

Unit II

(14 Hours)

Unit III
Fundamentals of Organizational Behavior: Introduction and Meaning, Models of OB, Emergence of OB as a Discipline, OB Trends, Organizational Culture and Climate, Leadership Theories and Styles, Motivation-Theories and Practices, Managerial Communication, Organizational Change and Development.

(14 Hours)

Unit IV

(14 Hours)

Text Books

w.e.f. Academic Session 2015-2016
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester - 1

Reference Books

w.e.f. Academic Session 2015-2016
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY)
(MBA-IT)

Semester - 1

Financial and Management Accounting

Course Code: MS(IT) 103                       L – 4, Credits - 4

Objectives: The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and utilization of financial and managerial accounting information for planning, decision-making and control.

Course Contents

Unit I

Unit II
Financial Statement Analysis: Comparative Statements, Common Size Statement, Trend percentage analysis, Accounting Ratio Analysis, Fund Flow analysis, Cash Flow analysis. (14 Hours)

Unit III
Management Accounting: Costing- Utility of costing elements, Cost Sheet Problems, Inflation Accounting, Human Resource Accounting, Depreciation Methods and Accounting. (14 Hours)

Unit IV
Budgeting: Budgets and Budgetary control, Principles and Methods, Preparation/Types of Budgets, Flexible Budget, Cash Budget, Master Budget, Zero Based Budgeting, Problems. Cost-Volume Profit Analysis and Cost Control- Marginal costing, Cost-Volume Profit Analysis, Break Even Analysis, Applications and Limitations, Problems, Standard Costing, (14 Hours)

Text Books

Reference Books


Semester - 1

Quantitative Techniques for Decision Making

Course Code: MS(IT) 105               L - 4, Credits - 4

Objectives: To illustrate and exemplify various quantitative skills for decision making.

Course Contents

Unit I

Unit II
Linear Programming: Formulation, Graphical and Simplex Method, Duality. (12 hours)

Unit III
Decision Theory: Decision under Certainty, Uncertainty and Risk, Decision Tree analysis. Game Theory - Pure and Mixed strategies, Dominance and Algebraic Methods. (12 hours)

Unit IV
Transportation Problems: Initial Basic Feasible Solution, Test for Optimality. Assignment problems. Network Analysis - PERT and CPM. Queuing model - M/M/1//FIFO. (12 hours)

Textbooks

Reference Books
Objectives: The course is aimed at building a perspective necessary for the application of modern economic concepts, precepts, tools and techniques in evaluating business decisions taken by a firm. The course will also look at recent developments in business in the context of economic theory.

Course Contents

Unit I

Unit II
Demand Analysis and Theory of Production: Demand Function, Determinants of Demand, Elasticity of Demand, Demand Estimation and Forecasting, Applications of Demand Analysis in Managerial Decision Making; Theory of Production: Production Function, Short Run and Long Run Production Analysis, Isoquants, Optimal Combination of Inputs, Applications in Managerial Decision Making.

Unit III

Unit IV
Introduction to Macro Economics: Nature and Importance; Economic Growth and Development, Determinants of Economic Development; Methods of Measurement of National Income; Inflation: Meaning, Theories, and Control Measures; Recent Developments in Indian Economy.
GURU GOBIND SINGH INDIRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester - 1

Text Books

Reference Books
Objective: This course will help students to understand how databases can be used to store an organization’s information and to administer the organization’s database.

Course Contents

Unit I

Unit II
Introduction to SQL: SQL data types and literals. Types of SQL commands, SQL Operators and their precedence, Tables-Create, Alter, Rename, Drop, Insert, Update, Delete, Queries and Sub-queries, Arithmetic Operators, Range Searching, Pattern Matching, Viewing sorted Data, Joins, Unions, Intersection, Minus. Aggregate functions, Group Functions, having, Commit, Rollback, Dual Table, Sysdate. Rowid, Rownum, indexes, String Functions—lower, upper, Substr, length, LTRIM, RTRIM, TRIM, LPAD, RPAD, CONCATENATE Function Conversion Functions— to_number, to_char, to_date, Date Functions – Add_months, months_between Security Management using grant, revoke and views. (16 Hours)

Unit III

Unit IV
Backup and Recovery Concepts: Backup and Recovery Issues, Categories of Failures, Statement Failures, User Process Failure, Network Failure, User Errors, Instance Failure, Instance Recovery, Phases of Instance Recovery, Media Failure, Control Files, Redo Log Files, Multiplexing the Redo Log, Archived Log Files. Recovery Manager (RMAN), Database Recovery (Using RMAN), Database Performance Tuning. (14 Hours)
Text Books

Reference Books
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester - 1

MANAGEMENT of TECHNOLOGY INNOVATION AND CHANGE

Course Code: MS(IT) 111                               L – 4, Credits - 4

Objectives: This course is designed to help students to understand the importance of managing Technology, innovation and change at the firm’s level and also at the national level.

Course Contents

Unit I
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.

(16 Hours)

Unit II
Change Management: 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.

(16 Hours)

Unit III

(14 Hours)

Unit IV
Creative and Lateral Thinking Management: Thinking, Creative Thinking, Problem Solving, Managing Lateral Thinking.

(10 Hours)

Text Books

Reference Books
Semester – 1

Objectives: This course will focus on overall Personality Development of students by enhancing their communication skills, shaping their attitudes and behavior and ultimately preparing them for corporate roles.

Course Contents

Unit I
**Strengthening Oral Communication:** Presentations and Extempore. (07 Hours)

Unit II
**Strengthening Oral Communication:** Role Playing, Debates and Quiz, Oral Communication: Non-Verbal Communication, Art of Public Speaking, Effective Listening, Communicating in Teams. (07 Hours)

Unit III
**Strengthening Written Communication:** Writing CVs & Application Letters, Case Studies. Exercises on Corporate Writing, Creative Writing, Poster Making, Framing Advertisements, Slogans, Captions, Preparing Press Notes. (07 Hours)

Unit IV
Group Discussion and Mock Interviews. (07 Hours)
Database Management & Administration (DBMA) Lab

Course Code: MS(IT) 151                L - 0, P - 4, Credits - 2

The Lab will be based on the course Database Management and administration MS(IT) 109.

Objectives: To acquaint the students with standard commercial DBMS products under desktop or multi-user environment which helps to develop a small to medium application. This lab will also focus on administration aspects of Database including user management, security aspects, backup and recovery and performance tuning of database.

Pedagogy: This DBMA lab will be conducted in such a way as to:

- Helps the students to understand SQL for Database Applications
- Help the students to work on DBA activities like User profile Creation, Administrative privileges for the users of Database.
- Helps students to work practically on Backup & Recovery for the Database.

Evaluation:

- Evaluation is for 100 marks (40 Internal & 60 External).
- Internal marks (40 Marks) shall be evaluated by the subject teacher on the basis of the Lab practical & viva voce.
- External marks (60 Marks) shall be evaluated by external examiner appointed by the University, who shall evaluate on the basis of Lab Practical Exam & viva voce.
SEMESTER 2
Course Code: MS(IT) 102                      L - 4, Credits - 4

Objectives: The course aims at equipping students with an understanding of the research process, tools and techniques in order to facilitate managerial decision-making.

Course Contents

Unit I

(12 Hours)

Unit II
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. Methods of Data Collection – Primary and Secondary Sources; Primary Data Collection Instruments; 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.  

(14 Hours)

Unit III
Sampling – Concepts, Principles: Types of Sampling – Probability, Non-Probability, Mixed Sampling Designs; Sampling Frame; Sample Size Determination; Writing A Research Proposal; Ethical Issues In Data Collection; Data Editing, Coding And Tabulating.  

(14 Hours)

Unit IV
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 Hours)

* Working Knowledge of Statistical Package such as SPSS/Systat/ SAS etc may be provided to the Students.
Text books

Reference Books
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester – 2

Human Resource Management

Course Code: MS(IT) 104 L – 4, Credits - 4

Objectives: This course will sensitise the participants to those factors in group dynamics which contribute to work performance of individuals and teams. It also acquaint with managerial skill required to effectively manage people in an organization, in order to achieve corporate goals successfully.

Course Contents

Unit I
Introduction to HR: 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

Unit II
Strategic Workforce Planning and Talent Pool: Strategic Planning and HR Planning, Methods and Techniques of Forecasting the Demand and Supply of Manpower, Job Analysis, Job Design, Recruitment, Selection, HRM Competencies, Training & Development, Appraising and Improving Performance: Processes and Methods, Job Evaluation, Managing Compensation, Incentives and Employee Benefits

Unit III

Unit IV
Personnel Management and Administration: Creating HR Master Data, Data Maintenance of employees in infotypes, creating actions, creating info groups, executing actions, Performance Management: Competency mapping, Appraisals, career succession planning.

w.e.f. Academic Session 2015-2016
Text Books

Reference Books
Objectives: The course is aimed at building an understanding of concepts, vital tools and techniques applicable for financial decision making by a business firm.

Course Contents

Unit I

(14 Hours)

Unit II
**Planning for Sources of Finance (Domestic and International)**: Capital Structure; Net Income Approach; Net Operating Income Approach; Traditional Approach and MM Approach, Cost of Capital; Basic settings for ERP, Cost centre accounting, Profit centre accounting, variance analysis and reporting, EBIT – EPS Analysis, Capital Gearing/Debt-Equity Ratio, Generation of Internal Funds.  

(14 Hours)

Unit III
**Retained Earnings Vs. Dividend Decision**: Gordon Model; Walter Model; MM Approach; Lintner Model; Planning of Funds through Management of Assets - Fixed and Current: Sustainable Growth Rate. Working Capital Management; Management of Cash (Various Theoretical Models), Inventories (Including Risk Analysis) and Receivables; Operating Cycle.  

(14 Hours)

Unit IV
**Capital Budgeting**: Conventional and DCF Methods; Inflation and Capital Budgeting; Risk Analysis and Capital Budgeting-Certainty Equivalent Factor; Risk Adjusted Discounting Rate; Decision Tree; Independent and Dependent Risk Analysis; Replacement Decisions, Sensitivity Analysis, Basic International Capital Budgeting.  

(14 Hours)

Note: Use of MS-Excel Functions and Formulas should be promoted amongst students for all topics given in the syllabus.
Text Books

Reference Books
Objectives: To understand design of operation system including product development, production process, location, layout, planning and control, role of Operations Management in the functioning of a service organization. This course will also help students to learn about the application of ERP in Production and operations management.

Course Contents

Unit I

(14 Hours)

Unit II

(14 hours)

Unit III
ERP-MM: Procure to Receipt Process, Create a Purchase Requisition Manually, Create a Purchase, Requisition via the MRP run to satisfy a demand, Create a Purchase Order from a Purchase, Requisition, Receive the Material, Place the material into the storage bin (putaway).

(14 Hours)

Unit IV
Demand to Manufacture Process, Create an Independent Requirement, Execute MRP, Create a Production Order from a Planned Order, Issue Components to the Production Order, Confirm
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY)
(MBA-IT)

Semester – 2

Operations, Receive the finished product into inventory, Spilt Valuation, Returnable transport packaging, Batch Management.

(14 hours)

Text Books

Reference Books

w.e.f. Academic Session 2015-2016
Objectives: The course aims at making students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm.

Course Contents

Unit I
Introduction to Marketing: Meaning and Scope of Marketing; Marketing Philosophies; Marketing Management Process-An Overview; Concept of Marketing Mix; Understanding Marketing Environment; Consumer and Organization Buyer Behavior; Demand Forecasting; Market Segmentation, Targeting and Positioning.

(14 Hours)

Unit II

(14 Hours)

Unit III
Promotion and Distribution Decisions: Communication Process; Promotion Tools-Advertising, Personal Selling, Publicity and Sales Promotion; Emerging Channels of Distribution, Distribution Channel Decisions-Types and Functions of Intermediaries; Channel Design; Selection and Management of Intermediaries.

(14 Hours)

Unit IV

(14 Hours)
Text Books

Reference Books
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester – 2

Business and Legal Environment

Course Code: MS(IT) 112

L – 4, Credits - 4

Objectives: This course is intended to make students understand various social, political, legal and economic and other factors that influence business in India so as to enable them appreciate associated opportunities, risks and challenges and their relevance for managerial decisions.

Course Contents

Unit I
Introduction: Meaning of Business Environment, Economic and Non-economic factors influencing Business and their interaction, Economic systems, Historical Perspective on public control of business, Constitutional framework of state control of business. (8 Hours)

Unit II

Unit III

Unit IV

w.e.f. Academic Session 2015-2016
Semester – 2

Text Books

References Books
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester – 2

Business System Analysis & Design

Course Code: MS(IT) 114                    L – 4, Credits - 4

Objectives: The objective of the course is to provide the necessary background and experience in developing a System so that a student can enter in the professional community in the capacity of a system analyst or programmer.

Course Contents

Unit I

(16 Hours)

Unit II

(14 Hours)

Unit III

(14 Hours)

Unit IV

(12 Hours)

35

w.e.f. Academic Session 2015-2016
Text Books

Reference Books
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY)
(MBA-IT)

Semester – 2

ERP (Basic Functional Area) Lab

Course Code: MS(IT) 152 L – 0, P - 4, Credits - 2

The lab will be based on the course MS(IT) 104, MS(IT) 106, MS(IT) 108 and MS(IT) 110.

Objectives: To acquaint the students with practical knowledge of using ERP tools in all the functional areas of an Organization & understand the day to day business implications & their solutions with the help of ERP package.

Pedagogy: This ERP (Basic Functional Area) lab will be conducted in such a way as to:

- Helps the students to develop skills in handling business process in area of Human Resource, Material Management, Financial Accounting, Sales & Distribution using ERP Package.
- Help the students to integrate the business process related to different functional areas using ERP Package.
- Helps students to understand the importance of Business Process Reengineering in implementing ERP in an organization.

Evaluation:

- Evaluation is for 100 marks (40 Internal & 60 External).
- Internal marks (40 Marks) shall be evaluated by the subject teacher on the basis of the Lab practical & viva voce.
- External marks (60 Marks) shall be evaluated by external examiner appointed by the University, who shall evaluate on the basis of Lab Practical Exam & viva voce.
SEMESTER 3
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester – 3

ERP-Advanced Business Application Programming

Course Code: MS(IT) 201 L – 3, Credits - 3

Objectives: The Objective of this course is to provide knowledge about ERP and its functions with advanced business application programming (ABAP), which is a tool to customize ERP as per requirements.

Course Contents

Unit I
Introduction to ERP: Concept of ERP, Need of ERP, Advantages and Disadvantages of ERP, Functions of ERP, Overview of available ERP Packages and Tools, implementation methodologies, Requirement for Implementation, Phases of Implementation, Benefits of Implementation. Introduction to Business Application Programming:- Transaction Codes, Using Editor, Creation of Program, Program naming conventions, syntax, write statement, chain operator. (08 Hours)

Unit II
Data Types And Program Types: Overview of available Data types and program types Defining variables with DATA and TYPES. Operators :- Arithmetic Operators, Relational Operators, Logical Operators. Control Statements :- If statement, while loop, do loop, case statement, exit, check and continue. Assignments, Conversion and Calculations:- Working with system variables, clear statement, move statement, move-corresponding statement, performing calculations. Data Dictionary:- Data element, domain, table, view, structure, lock objects. Internal Tables : Types of Internal Tables, Creation of Internal Tables, Linking Internal Tables with Standard Tables and DDIC Tables, Delete and update operations in Internal Tables. (10 Hours)

Unit III
Modularization: Local Modularization and Global Modularization, Creation of subroutines, calling subroutines, creation of function group, creation of function modules, calling function modules. Dialog Programming :- Basic principles, Layout, Flow Logic, Menu Painter, Screen Painter, Table control, Tab strip Control. Selection Screens: Creation of selection Screens, Events of Selection Screens, Use of parameter, select options, checkboxes, radio buttons. Reporting: Classical Reporting, Interactive Reporting, Events of Interactive reporting, System Variables used in Interactive reporting, Hide Concept, List formatting. Query :- Creation of user group, creation of Info set, Assignment of user group to info set, creation of query. (14 Hours)

Unit IV
Data Transfer Techniques: BDC, Creation of BDC, BDC Recording, Session Method, Call

w.e.f. Academic Session 2015-2016

(10 Hours)

Text Books:

Reference Books:
Course Code: MS(IT) 203                          L - 3, Credits - 3

Objectives: The objective of this course is to expose the students to the managerial issues relating to information systems and also understand the role of Business Process Reengineering technique in an organization,

Course Contents

Unit I

(10 Hours)

Unit II

(10 Hours)

Unit III

(10 Hours)

Unit IV
of change, Management of Change in BPR, BPR Experiences in Indian Industry. Strategic aspects of BPR.

Text Books

References Books
E-Governance and Framework of ICT

Course Code: MS(IT) 205                                L - 3, Credits - 3

Objectives: -The objective of this subject is to prepare students in understanding the various initiatives taken by government for promoting E-Governance, E-governance models and IT Act.

Course Contents

Unit I

(10 Hours)

Unit II

(10 Hours)

Unit III

(10 Hours)

Unit IV

(12 Hours)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester – 3

Text Books

Reference books

w.e.f. Academic Session 2015-2016
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY)
(MBA-IT)

Semester – 3

Software Project Management

Course Code: MS(IT) 207  L - 3, Credits - 3

Objectives: The purpose of this course Software Project Management is to prepare students to plan for software project that includes estimates of size and effort, a schedule, resource allocation, configuration control, change management and project risk identification and management.

Course Contents

Unit I

(10 Hours)

Unit II

(12 Hours)

Unit III

(12 Hours)

Unit IV

(08 Hours)

Text Books

w.e.f. Academic Session 2015-2016
Reference Books

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester – 3

Summer Training Project

Course Code: MS(IT) 209                         L – 0, Credits - 3

Objectives: The Summer Training is an integral part of the programme that aims at providing an exposure to the students on real life organizational problems and to provide an opportunity to work intensively. This enables the students to understand organization structure and processes in the practical setting and greater understanding of various functional areas.

Methodology:

• Each student shall undergo Six to eight weeks Summer Training in any industrial organization.
• After the training the students shall submit their Summer Training Project Reports (in duplicate) in the prescribed format within a period of one month in the concerned institute/school; this period shall be counted from the last date of completion of their Summer Training in respective Organizations.
• The supervisor in the organization under whose guidance the summer training is carried out will be required to grade the student’s project.
• Each student will be attached with one internal Project Guide/Teacher Mentor for continuous monitoring during the training period.

Evaluation:

• Evaluation is for 100 marks (40 Internal & 60 External).
• Internal marks (40 Marks) shall be evaluated by the internal project guide on the basis of the assessment report provided by the organization where the Summer Training has been completed and his/her own assessment about the work done by the student.
• External marks (60 Marks) shall be evaluated by external examiner appointed by the University, who shall evaluate on the basis of presentation and the assessment report received from the organization where student has undergone Summer Training.
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester – 3

SUMMER TRAINING APPRAISAL

Student’s Name: ____________________________
Programme: ________________________________

You are requested to provide your opinion on the following parameters:

<table>
<thead>
<tr>
<th>Outstanding</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Unsatisfactory</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>B</td>
<td>C</td>
<td>D</td>
</tr>
</tbody>
</table>

1. Technical knowledge gathered about the industry and the job he/she was involved.

2. Communication Skills: Oral / Written / Listening skills

3. Ability to work in a team

4. Ability to take initiative

5. Ability to develop a healthy long term relationship with client

6. Ability to relate theoretical learning to the practical training

7. Creativity and ability to innovate with respect to work methods & procedures

8. Ability to grasp new ideas and knowledge

9. Presentations skills

10. Documentation skills

11. Sense of Responsibility

12. Acceptability (patience, pleasing manners, the ability to instill trust, etc.)

13. His/her ability and willingness to put in hard work

14. In what ways do you consider the student to be valuable to the organization?

Consider the student’s value in term of:

(a) Qualification

(b) Skills and abilities

(c) Activities / Roles performed

15. Punctuality

Any other comments: ____________________________________________________________

Assessor’s Overall rating

Assessor’s Name: ____________________________

Designation: ________________________________

Organization name and address: ________________________________

Email id: ________________________________

Contact No: ________________________________
ORGANISATION OF PROJECT REPORT

This section presents some of the norms associated with a project. It is strongly recommended that you follow these guidelines. The final report should be presented in the following sequence:

- Title page
- Student’s Declaration
- Supervisor’s Certificate
- Abstract
- Acknowledgements
- Table of Contents:
  - List of tables
  - List of figures

Body of Summer Training Report:

**Executive Summary:** This will include a complete overview of the entire project from the start till the conclusion and recommendations.

- **Chapter 1. Introduction:** This chapter encompasses the profile of the company and the entire Organization structure of the company where the candidate is doing his training. After discussing the entire structure the student has to identify the activities being performed in each department and finally come to his area of study, which includes the problem, need for study/significance of the project, objective of the project undertaken and the scope of the study.

- **Chapter 2. Theoretical Framework and Review of Literature:** This chapter consists of the associated theoretical concepts related to your area of study.

- **Chapter 3. Detailed Business Processes related to Area of Study:** Study of business functions shall be organized into two or more chapters as the need may be. It is expected that the student understand the complete workflow of the business function.

- **Chapter 4. Data Collection:** It is expected that the students shall identify the sample design(if any), sources of information for data collection whether its primary or secondary and collect the data in actual using structured questionnaires etc.

- **Chapter 5. Analysis and Interpretation:** It is expected that the students will filter the data using various techniques (whichever is applicable) and use the relevant tools and techniques to analyse their study and bring out the findings of the study, for e.g.: Pie Charts, Bar Charts, SPSS etc.

- **Chapter 6. Conclusions:** It will provide the final conclusion based on the findings of the analysis.

- **Chapter 7. Recommendations:** It will depict the implications, suggestions and the recommendations made on the basis of the study and the limitations identified. You may also indicate the scope for further research if any.

w.e.f. Academic Session 2015-2016
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester – 3

- **Bibliography**: List the books, articles, websites that are referred and useful for study on the topic of your specific project. You can follow Harvard style of referencing. **Minimum 5 References should be listed from National/International Journals/ Magazines.**

- **Appendices**
Your documents should be appropriately numbered. It is usual for Page 1 to start with the Introduction. The sections prior to the Introduction are usually numbered with small Romans, i.e. i, ii, iii. It is easier if appendices are numbered in a separate sequence (suggest A, B, C) rather than as a continuation of the main report.

**Note:**
1. Summer Training Report is an individual effort of student.
2. Under no circumstances two common reports from the student will be accepted.
3. Any material directly lifted from any available source will be treated as plagiarism and the report will be cancelled.
Abstract for Project

Enrollment No. : _____________________________

NAME OF THE STUDENT : _____________________________

EMAIL ADDRESS : _____________________________

SUPERVISOR’S NAME : _____________________________

SUPERVISOR’S EMAIL : _____________________________

PROJECT TITLE : _____________________________

_________________________________________________________________

ABSTRACT: (Should be neatly word processed; should not exceed one page)

__________________________  __________________________
Signature of the Internal Guide  Signature of the Supervisor

Date:  

Name: ______________________

Place: ______________________
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester – 3

Project Synopsis

| ENROLLMENT NO | : _______________________________ |
| NAME OF THE STUDENT | : _______________________________ |
| EMAIL ADDRESS | : _______________________________ |
| SUPERVISOR’S NAME | : _______________________________ |
| ORGANIZATION | : _______________________________ |
| SUPERVISOR’S EMAIL ADDRESS | : _______________________________ |
| PROJECT TITLE: | : _______________________________ |
Please prepare the Synopsis as a separate document with the following sections along with the above identification information.

Broad Academic Area of Work:

1. Objective
2. Scope of Work
3. Data Collection
4. Analysis
5. Expected Conclusion
6. Limitations

Remarks of the Supervisor: 
Signature of Supervisor 
Date: 
Place: 

Remarks of the Internal Guide: 
Signature of Internal Guide 
Date: 
Place: 

w.e.f. Academic Session 2015-2016
Progress Report

ENROLLMENT NO : ________________________________

NAME OF THE STUDENT : ________________________________

EMAIL ADDRESS : ________________________________

SUPERVISOR’S NAME : ________________________________

ORGANIZATION: : ________________________________

SUPERVISOR’S EMAIL ADDRESS: ________________________________

DISSERTATION TITLE : ________________________________

Please prepare the Progress Report as a separate document with the following sections along with the above identification information.
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester - 3

Broad Academic Area of Work:

- Objective
- Scope of Work
- Study/Data Collection Progress Status
- Analysis Progress
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester - 3

STUDENT DECLARATION

I hereby declare that this Project Report entitled ______________________________________ submitted by me to the GGSIPU Delhi, is a bonafide work undertaken by me and it is not submitted to any other University or Institution for the award of any degree diploma / certificate or published any time before.

Name : _____________________  _____________________
Signature of the Student

Enrollment No : _____________________

Semester : _____________________

Date : _____________________
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY)
(MBA-IT)

Semester - 3

CERTIFICATE

This is to certify that the project report (Course Code) entitled “______________________________” done by Mr./Ms __________________________ enrollment No______________ is an authentic work carried out by him/her at______________ under my guidance. The matter embodied in this project work has not been submitted earlier for the award of any degree or diploma to the best of my knowledge and belief.

Date :

Signature of the Supervisor

Name of the Guide

Designation

Organization Name & address

Signature of the Internal Guide

(Name of the Internal Guide)
Objectives: The course aims to combine the fundamental concepts of data communications and networking with emphasis on business applications.

Course Contents

Unit I
**Fundamentals of computer network management:** Communicating in a Network-Centric World, Communicating over the Network, Application Layer Functionality and Protocols, OSI Transport Layer, OSI Network Layer, Addressing the Network: IPv4, OSI Data Link Layer, OSI Physical Layer, Ethernet, Planning and Cabling Networks, Configuring and Testing Your Network.

(Unit I) (10 Hours)

Unit II
**Introduction to routing:** Introduction to Routing and Packet Forwarding, Static Routing, Introduction to Dynamic Routing Protocols, Distance Vector Routing Protocols, 5 RIP Version 1, VLSM and CIDR, RIPv2, The Routing Table, EIGRP, Link-State Routing Protocols, OSPF.

(Unit II) (10 Hours)

Unit III
**Switch & wireless technology:** LAN Design, Basic Switch Concepts and Configuration, VLANs, Introducing VLANs, VTP, STP, Inter-VLAN Routing, Basic Wireless Concepts and Configuration, Introduction to WANs, PPP Concepts, Frame Relay, Network Security, ACLs, Teleworker, Services, IP Addressing Services, DHCP.

(Unit III) (14 Hours)

Unit IV

(Unit IV) (08 Hours)

Text Books
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester – 3

Reference Books
Objective:- The purpose of this course Data centre Management is to explain the basics of the
history of the data centre, need for businesses and different designs are classified.

Course Contents

Unit I
Basic Concepts: History of the data centre, Critical services provided by Data Center, Role of
Data Centers, Digital, and low carbon economy, Identifying the relevant industry bodies,
associated standards and regulations.

(10 Hours)

Unit II
Site selection and environmental considerations: Standards recommendations. Effect of
availability of resources in design, including power, connectivity and water. Geographical
influences on the location of a data centre, including air-quality and localised risks. Other site
selection criteria, Future Influence on design.

(10 Hours)

Unit III
Architecture Design and Standards Recommendations: Align design and architecture.
Business impact of decisions, Design from a TCO perspective over lifecycle. External Shell
design. Space considerations. Structural Specifications. Applicable Standards – including fire
resistance, fire suppression and security, etc. Codes & Regulations – including legislative
requirements and voluntary initiatives, different types of data centre design.

(10 Hours)

Unit IV
Raised Access Floor and Design: Best Practices, connecting the infrastructure with copper and
fibre, history of the access floor & raised floor. Relevant standards and regulations. Floor
loading. Design considerations with regard to flooring. Tiling and ramp standards in Datacentre
and their roles in airflow management. Current Cabling standards and their
importance.

(12 Hours)

Text Books
   CISCO Press.
2. James Hannan, (2011). A Practical guide to data center operations management, volume 6,
   Auerbach Publishers.
Reference Books
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY)
(MBA-IT)

Semester – 3

KNOWLEDGE MANAGEMENT

Course Code: MS(IT) 215 L – 3, Credits - 3

Objectives: The proposed course tend to provide the students understanding of concepts and role of Knowledge Management in organizations & introduce key themes of organizational practices, techniques, and technology to realize more value from knowledge assets.

Course Contents

Unit I
Introduction : Overview of Knowledge Management: Data, Information and Knowledge; History of Knowledge Management, Demystifying and Importance of Knowledge Management, Information Management Vs Knowledge Management; Knowledge Management’s Value Proposition, Users Vs Knowledge Workers, Role of Consultant in Knowledge Management (10 Hours)

Unit II
Strategic Dimensions of KM: Knowledge Management Strategies, Strategic Drivers, Impact of Business Strategy on Knowledge Strategy, Porter’s Five forces Model, Resource Strategy Model, Strategic Advantage, Knowledge Maps, Strategic Knowledge Resources, Balanced Scorecard and Knowledge Strategy (10 Hours)

Unit III
Knowledge Management System: Knowledge Management Processes; Knowledge Management Systems: Types of Knowledge Systems, Knowledge Management Architecture, Knowledge Management System Implementation, Knowledge Discovery in Database; Knowledge Management Infrastructure; Knowledge Management System Life Cycle (KMSLC), SDLC Vs KMSLC; Challenges and Barriers to Knowledge Management Systems, Drivers of Knowledge Management System (12 Hours)

Unit IV
Tools & Techniques in KM: Knowledge Management Mechanisms & Technologies, Role of IT in KM, Knowledge Portals and Knowledge Management Tools, Communities and Collaborations, Intelligent Techniques in Building KMS, Data Mining in KM; Scope, Cost Efficiency and Reliability of Technologies to Support Knowledge work; Measurement Systems for KM, Knowledge Audit, Knowledge Divestiture, IP Protection, KM Certifications; Practices of Knowledge Management in Modern Global Organizations (10 Hours)

w.e.f. Academic Session 2015-2016
Text Book

Reference Books
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester – 3

Information Security

Course Code: MS(IT) 217 L – 3, Credits - 3

Objectives: This course will help students to identify the risks associated with information system and to bridge the IS risk management approach with the overall business strategy

Course Contents

Unit I
Introduction to Information Security: Definition - Secrecy and Confidentiality, Accuracy, Integrity and Authenticity - Security Threats - Vulnerabilities, Threats and Countermeasures - Firewall - Planning and Administration - Log analysis basic - Logging states - Security information Management.

(10 Hours)

Unit II

(12 Hours)

Unit III

(10 Hours)

Unit IV

(10 Hours)

Text Books

w.e.f. Academic Session 2015-2016
Reference Books

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY)  
(MBA-IT)

Semester – 3

E- Customer Relationship Management

Course Code: MS(IT) 219               L - 3, Credits - 3

Objectives: The course aims to impart skills and knowledge needed to manage the Customer Relationship function so as to gain competitive advantage and it also helps the students to learn about the functionality of CRM.

Course Contents

Unit I
Introduction to CRM- Introduction to CRM, Consider CRM in your business strategy, Initial CRM Considerations, Preparing for Technical Implementation. The Customer Service/Sales Profile: customer Service /Sales Profile, Three levels of Sales and Services, Importance of the Organization and Business Process of the Organization, Shape of your customer Services and Sales Profile, CRM and your profile Tool for Capturing Customer Information.

(10 Hours)

Unit II

(10 Hours)

Unit III
Introduction to E-CRM, Technology Advancement, , it’s Applications, The e-CRM Marketing in India, Major Trends, Global Scenario for e-CRM, CRM utility in India. Electronic Data Exchange EDI- Definitions & Applications, Standardization and EDI, EDI- Legal Security and Privacy Issues, Advantages & Limitations of EDI

(10 Hours)

Unit IV

(12 Hours)

Text Books

w.e.f. Academic Session 2015-2016
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester – 3

Reference Books

Objective: To familiarize the students with latest trends in Web Technologies.

Course Contents:

Unit I

HTML & XHTML: The development process, basic HTML, formatting and fonts, commenting code, color, hyperlink, lists, tables, images, simple HTML forms, web site structure, XML, Move to XHTML, Meta tags, Character entities, frames and Frame sets.

(10 Hours)

Unit II
Style Sheets: Need for CSS, introduction to CSS, basic syntax and structure, using CSS, background images, colors and properties, manipulating texts, using fonts, borders and boxes, margins, padding lists, positioning using CSS, CSS2.

(06 Hours)

Unit III
Active Server Pages: Working with ASP Pages, ASP Objects, File System Objects, Session Tracking and Cookies, ActiveX Data Objects, Accessing a Database from Active Server Page. Introduction to MS Visual Interdev, Developing Asp Pages using MS Visual Interdev

(14 Hours)

Unit IV
Javascript, DHTML: Introduction to Javascript, Client side scripting, simple javascript, variables, functions, conditions, loops and repetition, javascript own objects, the DOM and web browser environments, forms and validations, combining HTML, CSS and javascript, events and buttons, controlling your browser.

(12 Hours)

Text Books

Reference Books

68 w.e.f. Academic Session 2015-2016
MBA-IT

Semester – 3

ERP-Advanced Business Application Programming Lab

Course Code: MS(IT) 251 L – 0, P – 4, Credits - 2

The lab will be based on the course ERP- Advanced Business Application Programming MS(IT) 201.

Objectives: To sensitize the students about programming used in designing & customizing ERP as per requirements and develop ERP application using ERP-ABAP.

Pedagogy: This ERP-ABAP lab will be conducted in such a way as to:

- Helps the students in creating Programmes, Internal Tables & Views for Customizing ERP,
- Help the students to work on Selection screen, Smart forms for Business Needs
- Helps students to use Selection screens, Query, Reporting & Cross applications as per the Business requirements.

Evaluation:

- Evaluation is for 100 marks (40 Internal & 60 External).
- Internal marks (40 Marks) shall be evaluated by the subject teacher on the basis of the Lab practical & viva voce.
- External marks (60 Marks) shall be evaluated by external examiner appointed by the University, who shall evaluate on the basis of Lab Practical Exam & viva voce.

w.e.f. Academic Session 2015-2016
Entrepreneurship Development

Course Code: MS(IT) 202 L – 3, Credits - 3

Objectives: The Course aims at giving insights into the Management of Small and medium Businesses, based on 3S Model: Stimulate Sustain and Support so that a spirit of entrepreneurship can be inculcated among the student participants.

Course Contents

Unit I
Entrepreneurship: Concept and Definitions: Entrepreneurship and Economic Development; Classification and Types of Entrepreneurs; Entrepreneurial Competencies; Factor Affecting Entrepreneurial Growth – Economic, Non-Economic Factors; EDP Programmes; Entrepreneurial Training; Traits/Qualities of an Entrepreneurs; Entrepreneur; Manager Vs. Entrepreneur. (10 Hours)

Unit II
Opportunity / Identification and Product Selection: Entrepreneurial Opportunity Search and Identification; Criteria to Select a Product; Conducting Feasibility Studies; Project Finalization; Sources of Information. (10 Hours)

Unit III
Small Enterprises and Enterprise Launching Formalities: Definition of Small Scale; Rationale; Objective; Scope; Role of SME in Economic Development of India; SME; Registration; NOC from Pollution Board; Machinery and Equipment Selection; Project Report Preparation; Specimen of Project Report; Project Planning and Scheduling using Networking Techniques of PERT / CPM; Methods of Project Appraisal. (10 Hours)

Unit IV
Role of Support Institutions and Management of Small Business: Director of Industries; DIC; SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NIESBUD; State Financial Corporation SFC; Marketing Management; Production Management; Finance Management; Human Resource Management; Export Marketing; Case Studies-At least 4 (four) in whole course. (12 Hours)

Text Books
Semester – 4

Reference Books
Objectives: The objective of this course is to develop an understanding and appreciation of the importance of value system, ethical conduct in business and role and responsibilities of corporate in social systems. It aims at applying the moral values and ethics to the real challenges of the organizations.

Course Contents

Unit I
Moral Values and Ethics: Values – Concepts, Types and Formation of Values, Ethics and Behaviour. Values of Indian Managers; Managerial Excellence through Human Values; Development of Ethics, Ethical Decision Making, Business Ethics- The Changing Environment and Stakeholder Management, Relevance of Ethics and Values in Business, Spiritual Values. Modern Business Ethics and Dilemmas, Overview of Corporate Social Responsibilities (CSR) and Sustainability. (12 Hours)

Unit II
Managing Ethical Dilemmas at Work: The Corporation and External Stakeholders, Corporate Governance: From the Boardroom to the Marketplace, Corporate Responsibilities towards Consumer Stakeholders and the Environment; The Corporation and Internal Stakeholders; Values-Based Moral Leadership, Culture, Strategy and Self-Regulation; Spiritual Leadership for Business Transformation. Organizational Excellence and Employee Wellbeing through Human Values. (10 Hours)

Unit III

Unit IV
Issues in Moral conduct of Business and CSR: Failure of Corporate Governance, Social Audit, Unethical Issues in Sales, Marketing, Advertising and Technology; Internet Crime and

(10 Hours)

**Text Books**

**Reference Books**
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester – 4

ERP-System Administration

Course Code: MS(IT) 206 L – 3, Credits - 3

Objectives: The basic objective of this course System Administration is to prepare students to learn various aspects of System Administration of ERP.

Course Contents

Unit I

(10 Hours)

Unit II

(10 Hours)

Unit III

(10 Hours)

Unit IV

(12 Hours)

w.e.f. Academic Session 2015-2016
Text Books

Reference Books
E-Business

Objectives: The course imparts 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.

Course Contents

Unit I

(12 Hours)

Unit II

(12 Hours)

Unit III
Electronic Payment System: Concept of Money, Electronic Payment System, Types of Electronic Payment Systems, Smart, Cards and Electronic Payment Systems, Infrastructure Issues in EPS, Electronic Fund Transfer.

(10 Hours)

Unit IV

(08 Hours)

Text Books
Reference Books
Course Code: MS(IT) 210                        L – 0, Credits - 6

Objectives: The dissertation work will focus on the IT domain. It provides an opportunity to the students to judge their skills in terms of Time & self-management and their ability to successfully undertake in-depth study in the IT-domain.

Methodology:
- The students shall carry out individual dissertation work in their specialized area under the supervision of the Teacher Mentor/Project Supervisor.
- The problem would be assigned in the beginning of the semester.
- The progress of the work shall be continuously monitored by the supervisor.
- Dissertation report must be submitted in a prescribed format.

Evaluation:
- Evaluation is for 100 marks (40 Internal & 60 External).
- Internal marks (40 Marks) shall be evaluated by the internal guide and internal panel members.
- External marks (60 Marks) shall be evaluated by external examiner appointed by the University, who shall evaluate on the basis of presentation and the assessment report received from the student verified by his/her guide.
This section presents some of the norms associated with a dissertation work. It is strongly recommended that you follow these guidelines. The final report should be presented in the following sequence:

- Title page
- Student’s Declaration
- Guide’s Certificate
- Abstract
- Acknowledgements
- Table of Contents:
  - List of Tables
  - List of figures
  - List of Appendices
- Chapter 1. Introduction:
- Chapter 2. Study of business function.
- Chapter 3: Mapping of Business Functions
- Chapter 4. Summary and Conclusions: This chapter includes conclusions
- Bibliography: List the books, articles (As per Harvard style)
- Appendices
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester – 4

ABSTRACT

Enrolment No. : _____________________________

NAME OF THE STUDENT : _____________________________

EMAIL ID : _____________________________

GUIDE NAME : _____________________________

GUIDE’s EMAIL ID : _____________________________

DISERTATION TITLE : _____________________________

____________________________________________________________

ABSTRACT : (Should be neatly word processed; should not exceed one page)

Accepted / Rejected

Signature of student with Date and Time of submission of the Abstract to the Guide

Recommendations of the Guide

Signature of the Guide with date

w.e.f. Academic Session 2015-2016
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester - 4

Synopsis

ENROLMENT NO : _________________________________________________________

NAME OF THE STUDENT: _________________________________________________________

EMAIL ID : _________________________________________________________

GUIDE NAME : _________________________________________________________

GUIDE EMAIL ID : _________________________________________________________

DISSERTATION TITLE : _________________________________________________________

Accepted / Rejected

Signature of Student with Date and
Time of submission of the Synopsis
 to the Guide

Recommendations of the
Guide

Signature of the Guide with date
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester – 4

STUDENT DECLARATION

I hereby declare that this Dissertation Report entitled ______________________________________________________________________ submitted by me to the GGSIPU Delhi, is a bonafide work undertaken by me and it is not submitted to any other University or Institution for the award of any degree diploma / certificate or published any time before.

Name: ___________________________ Signature of the Student

Enrolment No: ________________

Semester: ________________

Date: ________________

w.e.f. Academic Session 2015-2016
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester – 4

CERTIFICATE

This is to certify that the Dissertation report entitled
“_________________________________________________________” done by Mr. /Ms ____________ enrolment No_________________ is an authentic work carried out by him/her under my guidance and supervision. The matter embodied in this report has not been submitted earlier for the award of any other degree or diploma to the best of my knowledge and belief.

Date : 

(Signature of the Guide )

(Name of the Guide)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester – 4

Business Intelligence and Applications

Course Code: MS(IT) 212                  L – 3, Credits - 3

Objectives : Advanced information technologies that extract non-trivial, actionable, and novel knowledge from data to achieve strategic goals of organizations. Emphasis on multidimensional data modeling, online analytic processing, data warehouse, and data mining.

Course Contents

Unit I
Basics of BI: Introduction to BW and BI, OLTP, OLAP, Data Flow, ETL process, Understand the difference between a relational data model and multidimensional data model, Learn the basic techniques to develop a multidimensional data model including how to identify, dimensions, characteristics, and hierarchies, Differentiate among star schema, snowflake schema, and multi-star schema, Learn how to select the best schema to satisfy business users’ needs. (12 Hours)

Unit II
Data Warehouse: Understand the purposes of a data warehouse, Plan for and justify a data warehouse, Identify data requirements, architecture, and infrastructure of a data warehouse, Develop a logical data model for a data warehouse, Develop a physical data model for a data warehouse, Business Warehouse. (10 Hours)

Unit III
Data Mining: Understand the purposes of data mining, Understand the data mining process including objective identification, model selection, hypothesis, formulation, target data collection, data preprocess, model fitting, testing/verification, interpretation/evaluation, and application, Learn about values of data mining from real-life data mining applications, Learn about decision trees and neural networks as two major data mining algorithms, Understand the importance of text mining. (12 Hours)

Unit IV
Business Performance Management: Key performance indicators, Management Cockpit, Dash Board, Data Visualization, Report Design and Development, Emerging trends in BI. (08 Hours)

Text Books
Reference Books

2. Jiawei Han, Micheline Kamber, (2011), *Data Mining Concepts & Techniques*, 3rd Edition
   The Morgan Kaufmann Series in Data Management Systems
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester – 4

Cloud Computing

Course Code: MS(IT) 214 L – 3, Credits - 3

Objectives: The basic objective of this course is to prepare students to learn various aspects such as services, infrastructure and addressing of security concern involved in Cloud Computing.

Course Contents

Unit I
Cloud Computing: Overview, Applications, Intranet and the Cloud, First Movers on the cloud, the need for Cloud Computing, Benefits of cloud Computing, Limitations of the Cloud Computing, security concerns and regulatory issues, overview of different cloud computing applications which are implemented, Business case for implementing a Cloud. (10 Hours)

Unit II

Unit III
Cloud Computing Mechanisms: Software as a service: Overview, Driving Forces, Company offerings, Industries, Software + services: Overview, Mobile Device Integration, Providers, Microsoft Online Application development: Google, Microsoft, Intuit Quick base, Cast Iron Cloud, Bungee Connect, Development Platforms: Google, Sales Force, Azure, Trouble shooting, Application management. Local Clouds: Virtualization, server solutions, Thin Clients Migrating to the clouds: Cloud services for individuals, Mid - market, and Enterprise wide, Migration, best practices, analyzing the service. (10 Hours)

Unit IV
Using Cloud Services: Collaborating on Calendars, Schedules, and Task Management, Collaborating on Event management, Collaborating on Contact management, collaborating on Project Management, Collaborating on Word Processing, Collaborating on Spread sheets, Collaborating on Databases, Collaborating on presentations, Storing and sharing Files and other online content, sharing Digital Photographs, controlling the collaborations with Web - Based Desktops Online Collaborations : Collaborating Via WEB based communication Tools, Collaborating Via Social Networks and Groupware, collaborating Via Blogs and Wikis. (12 Hours)

w.e.f. Academic Session 2015-2016
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY)
(MBA-IT)

Semester – 4

Text Books

Reference Books
E- Supply Chain Management

Course Code: MS(IT) 216 L – 3, Credits - 3

Objectives: To understanding nature and functions of supply chain, Integration in supply chain management, e-supply chain planning, warehousing and transportation in supply chain.

Course Contents

Unit I
Introduction: Definition and concept of Supply Chain Management, Definition of e-Supply Chain Management, Evolution of e-Supply Chain Management, Features of e-Supply Chain Management, Relationship with other management functions.

(10 Hours)

Unit II
Inter –Enterprise Integration: Integration of different supply chain management components, Different types of supply chain for inter– enterprise integration.

(10 Hours)

Unit III

(10 Hours)

Unit IV

(12 Hours)

Text Books
Reference Books

SOFTWARE QUALITY ASSURANCE

Course Code: MS(IT) 218 L – 3, Credits - 3

Objectives: The objective of this course is to prepare the students in learning various nuances of software Quality assurance.

Course Contents

Unit I
Fundamentals Of Software Quality Assurance: The Role of SQA, SQA Plan, SQA considerations, SQA people, Quality Management, Software Configuration Management. (10 Hours)

Unit II

Unit III

Unit IV

Text Books
Reference Books
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester – 4

E-Business Financial Modeling

Course Code: MS(IT) 220 L – 3, Credits - 3

Objectives: The objective of this course is to develop spreadsheet and modeling skills for creating computer-based models for analyzing a variety of decision problems facing today’s financial managers and professionals

Course Contents

Unit I

Unit II

Unit III
Introduction to Valuation: Need to value companies, Difference between price and value, Different terms of value: Market value/Intrinsic value, Valuation Techniques : Absolute Valuation Free Cash flow to Firm (FCFF)/Free Cash flow to Equity (FCFE)/Cost of Equity (Ke) /Cost of Debt (Kd) /Cost of Capital (WACC)/, Relative Valuation : Equity based Multiples: P/E, P/BV, P/S & PEG/Firm based Multiples: EV/EBITDA, EV/EBIT & EV/Sales. (10 Hours)

Unit IV
Project Finance Modeling: Types of funding: Equity funding sources – cost, pros and cons/Debt funding sources – cost, pros and cons, Characteristics of project finance, Risks & Mitigants, Contractual arrangements to mitigate risk, Developing a fully integrated project finance modeling spreadsheet, Interest during construction, Escrow arrangement, Cash flow Feasibility Analysis, Scenario Building, Project IRR, Equity IRR, NPV Profiling. (12 Hours)

93 w.e.f. Academic Session 2015-2016
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester – 4

Text Books

Reference Books
The Lab will be based on the course ERP-System Administration MS(IT) 252.

Objectives: To acquaint the students with skills, specific tools, techniques & procedures required for the system administration in ERP environment & understanding the System Landscape of the ERP Package.

Pedagogy: This ERP System Administration lab will be conducted in such a way as to:

- Helps the students to develop skills for ERP Software installation in an organization.
- Help the students in displaying & monitoring all the ERP servers & work Processes in an ERP Environment.
- Help students to understand user administration & client administration activities in ERP Package.
- Help students in using the tracing & logging facilities to analyze system problems.

Evaluation:

- Evaluation is for 100 marks (40 Internal & 60 External).
- Internal marks (40 Marks) shall be evaluated by the subject teacher on the basis of the Lab practical & viva voce.
- External marks (60 Marks) shall be evaluated by external examiner appointed by the University, who shall evaluate on the basis of Lab Practical Exam & viva voce.
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (MBA-IT)

Semester - 4

Comprehensive Viva Voce

Course Code: MS(IT) 254                         L – 0, Credits - 2

Objectives: The objective of comprehensive viva voce is to judge the skills acquired by students throughout their course in the subjects of IT & ERP.

Methodology: The panel of examiner consisting of Internal faculty member & External Examiner. The External examiner shall be appointed from the panel of examiners approved by board of studies. The viva voce shall be conducted at the end of semester as per the schedule provided by university.

Evaluation: The evaluation of comprehensive viva will be as follows:

- Evaluation is for 100 marks (40 Internal & 60 External).
- Internal marks (40 Marks) shall be evaluated by the internal faculty member through viva voce.
- External marks (60 Marks) shall be evaluated by external examiner appointed by the University, who shall evaluate through viva voce.