

***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).

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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 SEMSTER 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 (INFORMATION TECHNOLOGY) (MBA-IT)

### SEMESTER – 1

Code No.	Paper	L	T/P	Cr.
MS(IT) 101	Management Process & Organizational Behavior	4	-	4
MS(IT) 103	Financial & Management Accounting	4	-	4
MS(IT) 105	Quantitative Techniques for Decision Making	4	-	4
MS(IT) 107	Managerial Economics	4	-	4
MS(IT) 109	Database Management and Administration (DBMA)	4	-	4
MS(IT) 111	Management of Technology Innovation and Change	4	-	4
MS(IT) 113	Managerial Skills Development (NUES)**	2	-	2
<b><u>Practical</u></b>				
MS(IT) 151	DBMA Lab	-	4	2
	<b>Total</b>	<b>26</b>	<b>4</b>	<b>28</b>

\* 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

<b>Code No.</b>	<b>Paper</b>	<b>L</b>	<b>T/P</b>	<b>Cr.</b>
MS(IT) 102	Business Research	4	-	4
MS(IT) 104	Human Resource Management	4	-	4
MS(IT) 106	Financial Management	4	-	4
MS(IT) 108	Production and Operations Management	4	-	4
MS(IT) 110	Marketing Management	4	-	4
MS(IT) 112	Business and Legal Environment	4	-	4
MS(IT) 114	Business System Analysis and Design	4	-	4
<b><u>Practical</u></b>				
MS(IT) 152	ERP (Basic Functional Area) Lab	-	4	2
	<b>Total</b>	<b>28</b>	<b>4</b>	<b>30</b>

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### SEMESTER – 3

<b>Third Semester</b>				
<b>Code No.</b>	<b>Paper</b>	<b>L</b>	<b>T/P</b>	<b>Cr.</b>
MS(IT) 201	ERP-Advanced Business Application Programming	3	-	3
MS(IT) 203	Information System Management	3	-	3
MS(IT) 205	E-Governance & Framework of ICT	3	-	3
MS(IT) 207	Software Project Management	3	-	3
MS(IT) 209	Summer Training Project	-	-	3
	Electives –I	3	-	3
	Electives –II	3	-	3
	Electives –III	3	-	3
<b><u>Practical</u></b>				
MS(IT) 251	ERP-Advanced Business Application Programming Lab	-	6	3
	<b>Total</b>	<b>21</b>	<b>6</b>	<b>27</b>

***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

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### SEMESTER - 4

Code No.	Paper	L	T/P	Cr.
MS(IT) 202	Entrepreneurship Development	3	-	3
MS(IT) 204	Corporate Social Responsibility, Human Values and Ethics.	3	-	3
MS(IT) 206	ERP-System Administration	3	-	3
MS(IT) 208	E-Business	3	-	3
MS(IT) 210	Dissertation	-	-	6
	Electives –I	3	-	3
	Electives –II	3	-	3
<b>Practical</b>				
MS(IT) 252	ERP-System Administration Lab	-	4	2
MS(IT) 254	Comprehensive viva voce	-	-	2
	<b>Total</b>	<b>18</b>	<b>4</b>	<b>28</b>

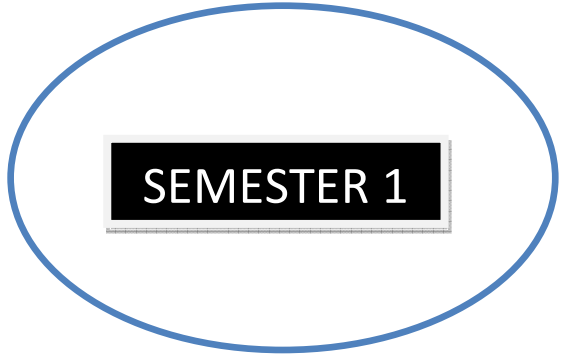
**Note:**

Students must select two papers from the list of electives motioned below.

### List of Electives

MS(IT) 212 Business Intelligence and Applications  
MS(IT) 214 Cloud Computing  
MS(IT) 216 E-Supply Chain Management  
MS(IT) 218 Software Quality Assurance  
MS(IT) 220 E-Business Financial Modeling

1. **Total Credits = 113**
2. **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

**Introduction to Management:** Meaning and Nature of Management, Evolution of management (in India and Abroad), Managerial Skills, Tasks and Responsibilities of a Professional Manager, Management by Objectives Management and Society: The External Environment, Social Responsibility, and Ethics: An Overview.

(14 Hours)

##### Unit II

**Process of Management:** Functions of Management: Planning-Process and Techniques, Organizing-Process and Organizational Structure, Directing-Principles and Process, Controlling-Process and Techniques, Problem Solving and Decision Making.

(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

**Individual & Group Behavior and Process in Organization:** Individual Determinants of OB: Perception, Learning, Emotions, Attitudes, Personality, Stress and Its Implication on Management Practices, Group Dynamics and Work Teams, Power, Politics, Conflict and Negotiation, Interpersonal Behavior and Relations, Transactional Analysis.

(14 Hours)

#### Text Books

1. Robbins, S.P., Judge, T.A. Sanghi. S, (2011). *Organizational Behavior*, 10<sup>th</sup> Edition, Pearson Education.
2. Stoner, R. James A.F., Edward Freeman Daniel R Gilbert Jr. (2003), *Management*, 6<sup>th</sup> Edition, Pearson Education.

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

### **Semester - 1**

#### **Reference Books**

1. George, J. M. & Jones, G.R, (2012), *Understanding and Managing Organizational Behavior* 6<sup>th</sup> Edition ,Pearson Education.
2. Green Berg, J. and Baron, R.A.(2010), *Behavior in Organization*.10<sup>th</sup> Edition , Prentice Hall of India.
3. Schermerhorn, J.(2007), *Organizational Behavior*, 10<sup>th</sup> Edition, Wiley.
4. Mcshane S.L., Von Glinow M.A., Sharma, R.R.(2011), *Organizational Behavior*. 5<sup>th</sup> Edition  
Tata McGraw Hill

# 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

**Nature of Accounting Information:** Accounting Concepts and Conventions, Accounting Standards, Understanding/Preparation of Financial Statements: Trial Balance, Profit and Loss account, Balance Sheet, Financial Reporting in India.

(14 Hours)

##### 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

1. M Y Khan and P K Jain, (2013). *Management Accounting*, 6<sup>th</sup> Edition, Tata McGraw Hill Publishing Co. Ltd., New Delhi
2. S N Maheswari, (2008). *Financial Management*, 6<sup>th</sup> Edition, Tata McGraw Hill Publishing Co. Ltd., New Delhi

#### Reference Books

1. Horngren,(2008). *Cost Accounting: A Managerial Emphasis*, 13<sup>th</sup> Edition, Prentice Hall of India Delhi.

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

### **Semester - 1**

2. Narayanaswamy, R, (2014). *Financial Accounting: A Managerial Perspective*, 5<sup>th</sup> Edition, Prentice Hall of India Delhi.
3. Banerjee, Bhabatosh, (2013). *Financial Policy & Management Accounting*, 8<sup>th</sup> Edition, Prentice Hall of India Delhi.
4. Goyal. V.K, Goyal Ruchi. (2012). *Financial Accounting*, 4<sup>th</sup> Edition, Prentice Hall of India Delhi.

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### 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

**Descriptive Statistics:** Presentation of Data, Measures of Central Tendency and Variation, Probability -Concepts, Theorems, Bayes' Rule. Probability Distributions - Discrete and Continuous. Correlation and Regression - Simple.

(20 hours)

##### 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

1. Ken Black, (2012). *Business Statistics: For Contemporary Decision Making*, 5<sup>th</sup> edition, Wiley-India.
2. Barry Render, RM Stair., ME Hanna and TN Badri. (2012). *Quantitative Analysis for Management*, 11<sup>th</sup> edition(2012), Prentice Hall of India, Delhi.

#### Reference Books

1. Richard Levin and DS Rubin. (2009). *Statistics for Management*, 7<sup>th</sup> Edition, Pearson Education.
2. Gupta, S.P. & Gupta M.P. (2008). *Business Statistics*, 15<sup>th</sup> Edition , Sultan Chand and Sons.
3. Sharma, J.K. (2011). *Operations Research: Theory and Applications*, 4<sup>th</sup> Edition, Macmillan.
4. Gupta, M.P. (2009). *Operations Research for Management*, 3<sup>rd</sup> Edition, Book Bank Intl,

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 1

#### Managerial Economics

Course Code: MS(IT) 107

L – 4, Credits – 4

**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

**Introduction:** Nature, Scope and Significance of Managerial Economics, its Relationship with other Disciplines, Role of Managerial Economics in Decision Making; Opportunity cost Principle, Production Possibility Curve, Incremental Concept, Cardinal and Ordinal Approaches to Consumer Behaviour: Equi-Marginal Principle, Law of Diminishing Marginal Utility, Indifference Curve Analysis.

(14 Hours)

##### 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.

(14 Hours)

##### Unit III

**Theory of Cost and Market Structures:** Traditional and Modern Theory of Cost in Short and Long Runs, Economies of Scale and Economies of Scope; Revenue curves; Market Structures: Price-Output decisions under Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly; Strategic Behaviour of Firms and Game Theory:- Nash Equilibrium, Prisoner's Dilemma – Price and Non-price Competition.

(14 Hours)

##### 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.

(14 Hours)

# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester - 1**

#### **Text Books**

1. Hirschey, Mark, (2008) *Fundamentals of Managerial Economics*, 9<sup>th</sup> Edition, Cengage Learning.
2. Salvatore, D. (2011), *Managerial Economics in a Global Economy*, 7<sup>th</sup> Edition, Oxford University Press.

#### **Reference Books**

1. Truett Lila J., Truett, Dale B. and Truett J. Lila, (2006), *Managerial Economics: Analysis, Problems, Cases*, 8<sup>th</sup> Edition, John Wiley & Sons.
2. Atmanand, (2008) *Managerial Economics*, 2<sup>nd</sup> Edition, Excel Books.
3. Christopher R Thomas & S Charles Maurice, (2007). *Managerial Economics*, 9<sup>th</sup> Edition, McGraw Hill Co.
4. Dwivedi D.N. (2010), *Managerial Economics*, 7<sup>th</sup> Edition, Vikas Publishing House.

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester - 1

#### Database Management and Administration

Course Code: MS(IT) 109

L – 4, Credits - 4

**Objectives:** 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

**Introduction to Database Management Systems (DBMS):** Characteristics of Data in Database, DBMS, Advantage of DBMS, Data Abstraction, Data Models, Categories of Users. **Database Architecture:-**Database Logical Storage Structures, Database Physical Storage Structures, Multiplexing database files, Database Memory Structures, Controlling the Database. **Storage Structures:-**Tablespaces and Datafiles Space, Management in Tablespaces. Relational Database Design, Tools and Techniques. Entity Relationship Model, DFD's, Database Normalization  
(14 Hours)

##### 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

**Database Administration and Security:-**Roles and Responsibilities of DBA, Database User Accounts, Creating a User, Profiles and Users. Database Security Revoke Unnecessary Privileges from PUBLIC, Restrict the Operating System Directories Accessible by the User, Limit Users with Administrative Privileges, Manage Default User Accounts, Implement Standard Password Security Features.  
(12 Hours)

##### 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)



# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester - 1

#### **Text Books**

1. Silberschatz, A. H. F. Korth, Sudarshan, S. (2005). *Database system concepts*. 5<sup>th</sup> Edition Tata McGraw-Hill.
2. R. Elmsari & S. D. Navathe. (2007). *Fundamentals of database systems*. 5<sup>th</sup> Edition, Pearson Education.

#### **Reference Books**

1. Ivan Bayross, (2009). *SQL, PL/SQL- The Programming Language of Oracle*, 4<sup>th</sup> Edition, BPB Publications
2. Koch, G. & Loney, K. (2005). *Oracle 9i The complete reference*. 1<sup>st</sup> Edition Tata McGraw-Hill Osborne Media.
3. Freeman, (2002). *Oracle 9i RMAN backup & Recovery*, 1<sup>st</sup> Edition, Tata McGraw-Hill Osborne Media.
4. Loney, K and Theriault, M. (2002). *Oracle 9i: DBA Handbook*. 1<sup>st</sup> Edition., Tata McGraw-Hill Edition.

# 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

**Innovations Management:** Invention vs. Innovation; Innovation Strategies and Models; Concurrent Engineering; Process Innovation, Product Innovation, Innovation Management.

(14 Hours)

##### Unit IV

**Creative and Lateral Thinking Management:** Thinking, Creative Thinking, Problem Solving, Managing Lateral Thinking.

(10 Hours)

#### Text Books

1. Hossein Bidgoli. (2010), *The Handbook of Technology Management* (3 Volume Set), Wiley.
2. Larisa V. Shavinina, (2003), *The International Handbook of Innovation*, 1<sup>st</sup> Edition, Elsevier Science, Permagon.

#### Reference Books

1. Tushman, Michael L and Philip Anderson. (2004). *Managing Strategic Innovation and Change*, 2<sup>nd</sup> Edition, Oxford University Press.
2. Adair, John. (2011). *Leadership for Innovation*, 2<sup>nd</sup> Edition, Kogan Page India Private Limited.

# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester – 1**

3. Narayanan, V K. *Managing Technology and Innovation for Competitive Advantage*. 3<sup>rd</sup> Edition, Pearson Education.
4. Frederick Betz, *Managing Technological Innovation, Competitive Advantage from change*, 3<sup>rd</sup> Edition, John Wiley & Sons, Inc. , USA.

# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester - 1**

#### **Managerial Skills Development (Non University Examination)**

**Course Code: MS(IT) 113**

**L - 2, Credits - 2**

**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)**

# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester – 1**

#### **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

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 2

#### Business Research

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

**Definition and Applications of Business Research:** Types of Research – Descriptive, Exploratory, Quantitative, Qualitative; Steps in the Research Process; Reviewing of Literature; Formulating A Research Problem – Identifying Objectives, Establishing Operational Definitions; Identifying Variables– Defining Concepts, Indicators, Variables; Types of Measurement Scales – Nominal, Ordinal, Interval, Ratio; Constructing Hypotheses – Functions, Characteristics, Types of Hypotheses.

(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.

# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester – 2**

#### **Text books**

1. Ranjit Kumar. (2009). *Research Methodology*, 2<sup>nd</sup> Edition, Pearson Education.
2. Naresh Malhotra and S Dash. (2007), *Marketing Research*, 5<sup>th</sup> Edition, Prentice Hall of India.

#### **Reference Books**

1. Donald Cooper and PS Schindler. (2010). *Business Research Methods*, 12<sup>th</sup> Edition, Tata McGraw Hill.
2. Uma Sekaran, (2013). *Research Methods for Business*, 6<sup>th</sup> Edition, Wiley.
3. Robert Stine and D Foster, (2010). *Statistics for Business*, 2<sup>nd</sup> Edition, Pearson Education.
4. Richard Levin and DS Rubin, (2009). *Statistics for Management*, 7<sup>th</sup> Edition, Pearson Education.



# 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 sensitize 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

(08 hours)

##### 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

(12 hours)

##### Unit III

**ERP-HR:** Introduction to ERP, ERP HR concepts: Setting of Enterprise Structures, Personnel Areas, Personnel Subareas, Employee Groups and Employee Subgroups. Organization Structure: Defining Organizational Units, Jobs, Positions and Tasks. Recruitment and Selection: Creating Vacancies, Creating Advertisements, Data Maintenance of applicants, Monitoring status of applicants, working out requirement profiles, profile matching, selection of employees, transfer of applicant data to employee data.

(20 hours)

##### 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.

(16 hours)

# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester – 2**

#### **Text Books**

1. K. Aswathappa, (2013). *Human Resource and Personnel Management*, 7<sup>th</sup> Edition, Tata McGraw Hill
2. Jonathan Blain and Bernard Dodd, Max Nyiri, and Bryan Gambrel, (1999). *Administering SAP R/3: The HR-Human Resources Module*, 1<sup>st</sup> Edition. Que Pub.

#### **Reference Books**

1. Mirza S Saiyadain, (2006). *Human Resources Management*, 4<sup>th</sup> Edition, Tata McGraw-Hill Publishing Company Limited.
2. R.Wayne Mondy, Robert M. Noe, (2004). *Human Resources Management*, 9<sup>th</sup> Edition, Pearson Education.
3. Byars and Rue. (2010). *Human Resource Management*, 10<sup>th</sup> Edition, Irwin.
4. Pattanayak Biswajeet, (2014). *Human Resource Management*, 4<sup>th</sup> Edition, Prentice Hall of India.

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 2

#### Financial Management

Course Code: MS(IT) 106

L - 4, Credits - 4

**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

**Nature and Scope of Financial Management:** Financial Objectives; Impact of Financial and Economical Environment on Financial Management; Time Value of Money including Pension Funds, Computation of EMI, Annuity, Annuity Due. Funds Flow Analysis; Cash Flow Statement and its Interpretation (AS-3), Financial Statement Analysis, Ratio Analysis, Time Series, Common Size Statements, Du Pont Analysis.

(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.

# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester – 2**

#### **Text Books**

1. Khan, M. Y. and Jain P. K. (2014). *Financial Management, Text, Problems & Cases*, 7<sup>th</sup> Edition, Tata McGraw Hill Company.
2. Maheshwari, S.N., *Financial Management – Principles & Practice*, 13<sup>th</sup> Edition, Sultan Chand & Sons.

#### **Reference Books**

1. Prasanna Chandra. (2011) *Financial Management: Theory and Practice*, 8<sup>th</sup> Edition, Tata McGrawHill.
2. Sheeba Kapil. (2011). *Financial Management*, Pearson Education.
3. Bhalla. V. K. (2010). *Financial Management and Policy: Text and Cases*, 9<sup>th</sup> Edition, Anmol Publications Pvt. Ltd.
4. Brigham. Eugene F. and Houston. Joel F. (2012). *Fundamentals of Financial Management*, 13<sup>th</sup> Edition, Cengage Learning.

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester - 2

#### Production and Operations Management

Course Code: MS(IT) 108

L - 4, Credits - 4

**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

**Overview of Production & Operations Management , Work Study:** Introduction, Responsibilities of Production Manager, Strategic Decisions in Operations, Manufacturing Vs. Service Operation, Types of Production processes, Concept of FMS, Vertical integration, Productivity & Factors affecting productivity, Role of Production, Planning & Control , New Product Development & Process Design, Learning Curve, Introduction of Work Study, Method study Procedure, Principles of Motion Economy, Stop Watch Time Study Procedure, Importance of raring & allowances in Time Study, Pre-determined Time Standard.

(14 Hours)

##### Unit II

**Product Development:** Product Development Process, Concurrent Engineering, Tools and Approaches in Product Development viz: Quality Function Deployment, Design for Manufacturability, Design for Assembly, Design for Quality, Mass Customization; Process Selection and Facilities Layout: Determinant of Process Selection, Process-Product Matrix, Types of Layouts, Line Balancing; Facilities Location; Work Measurement and Job Design. Quality Management, Quality: Definition, Dimension, Cost of Quality, Continuous Improvement (Kaizen), ISO (9000&14000 Series), Quality Awards, Statistical Quality Control: Variable & Attribute, Process Control, Control Chart (X , R , p , np and C chart ) Acceptance Sampling Operating Characteristic Curve (AQL , LTPD, a & b risk ) Total Quality Management (TQM)

(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**

1. Mahadevan B. (2010). *Operations Management: Theory and Practice*, 2<sup>nd</sup> Edition, Pearson Education.
2. Gerhard F. Knolmayer, Peter Mertens, Alexander Zeier, Jörg Thomas Dickersbach, (2008). *Supply Chain Management Based on SAP Systems: Architecture and Planning Processes (SAP Excellence)*, 1<sup>st</sup> Edition, Springer.

#### **Reference Books**

1. Bedi, (2004). *Production & Operations Management*, 2<sup>nd</sup> Edition, Oxford.
2. S.N. Chary, (2009). *Production & Operations Management*, 5<sup>th</sup> Edition, Tata McGraw Hill.
3. Mahadevan, (2010). *Operations Management*, 2<sup>nd</sup> Edition, Pearson Education.
4. Virendra Sharma, (2013). *SAP SCM Black Book*, 1<sup>st</sup> Edition, Dreamtech Press

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 2

#### Marketing Management

Course Code: MS(IT) 110

L - 4, Credits - 4

**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

**Product and Pricing Decisions:** Product Concept; Types of Products; Product Levels; Major Product Decisions; Brand Management; Product Life Cycle, New Product Development Process; Pricing Decisions: Determinants of Price; Pricing Process, Policies and Strategies. Emerging Trends and Issues in Marketing: Consumerism, Rural Marketing, Social Marketing; Direct Marketing; Online Marketing, Green Marketing.

(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

**ERP-SD:** Use of ERP in current retailing & distribution system, Organization Structure for retailing & distribution and integration with other functions, Customer and material master Record, Pricing Procedure, Creation of sales order, Product Proposal, Material Listing and Exclusion, and material Determination & Free Goods. Consignment, Rush order, Cash sells Processing deliveries, Delivery types, packing and picking, Post good issues. Billing document types, Invoices, Performa invoices, Cancellation of invoices. Rebate Agreements, Credit management, Credit policies, Credit management.

(14 Hours)

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 2

#### **Text Books**

1. Kotler, P., Keller, K.L. Koshy, A. and Jha, M. (2012), *Marketing Management: A South Asian Perspective*, 14<sup>th</sup> Edition, Pearson Education, New Delhi.
2. Tapan Panda and Sunil Sahdev. (2012). *Sales and Distribution Management*, 2<sup>nd</sup> Edition, Oxford University Press

#### **Reference Books**

1. Ramaswamy, V.S and Namakumari, S. (2009). *Marketing Management: Global Perspective Indian Context*, 4<sup>th</sup> Edition, Macmillan Publishers India Ltd., New Delhi
2. Saxena, Rajan, (2010). *Marketing Management*, 4<sup>th</sup> Edition, Tata McGraw Hill Education Pvt. Ltd. New Delhi.
3. Glynn C. Williams, (2008). *Implementing SAP R/3 Sales and Distribution*, 1<sup>st</sup> Edition, Tata McGraw-Hill.
4. Louis E. Boone and David L. Kurtz. (2006). *Principles of Marketing*, 12<sup>th</sup> Edition, Cengage Learning.



# 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

**Business Legislation:** Indian Contract Act, 1872 – Formation, Essential Elements, Vitiating Elements, Performance and Discharge of Contract, Remedies for Breach of Contract, Indian Partnership Act, 1932 – Meaning and Essential Elements, Formation of Partnership, Registration, Types of Partners and Partnership, Rights and Duties of Partners, Dissolution of Partnership Firm, Recent Amendments to Partnership Act. Sale of Goods Act, 1930 - Meaning and Essential Elements of Contract of Sale, Meaning of Goods, Conditions and Warranties, Transfer of Ownership, Performance of a Contract of Sale, Rights of unpaid seller. Negotiable Instruments Act, 1881: Meaning and Essential Features, Types, Endorsement of NI, Presentment of NI, Discharge of Parties, Liabilities of Banker and Dishonour of NI, Hundis. Companies Act 1956 – Meaning and Essential Features of Company, Types of Companies, Formation of Company, Memorandum and Articles of Association, Prospectus.

(24 Hours)

##### Unit III

**Consumer and Environment Legislation:** Consumer Protection Act, 1986: Objective, Legal Definitions of Consumer and Complainant, Environment Protection Act: 1986, Competition Act 2002.

(14 Hours)

##### Unit IV

**Economic Legislation:** Securities Exchange Board of India Act, 1992,: Objective, Salient Features, Definition of Security, Securities Exchange Board of India- Composition, Powers and Functions. The Foreign Exchange Management Act, 1999- Objective and Applicability of the Act, FEMA Vs FERA, Basic Terminology, Regulation and Management

(10 Hours)

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 2

#### **Text Books**

1. Saleem, Shaikh, (2010). *Business Environment*, 2<sup>nd</sup> Edition, Pearson Education.
2. Tulsian, P C, (2009) , *Business Laws*, 2<sup>nd</sup> Edition Tata Mc Graw Hill, New Delhi

#### **References Books**

1. Paul J, (2010). *Business Environment Text & Cases*, 3<sup>rd</sup> Edition, Tata Mc Graw Hill
2. Prakash, B A, (2009). *The Indian Economy Since 1991: Economic reforms and performance*, 1<sup>st</sup> Edition, Pearson Education, New Delhi
3. Sheth, Tejpal, (2014), *Business Law*, 1<sup>st</sup> Edition Pearson Education.
4. Maheshwari, S.N. and Maheshwari, S.K. (2008). *A Manual of Business Laws*, 3<sup>rd</sup> Edition. Himalaya Publishing House.

# 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**

**Introduction :** System Definition and concepts, System Environments and Boundaries. Realtime and distributed systems, Basic principles of successful systems, Structured System Analysis and Design. Systems Analyst : Role and Need of Systems Analyst. Qualifications and responsibilities. System Analysis as a Profession System Development Cycle : Introduction to Systems Development Life Cycle (SDLC). Various phases of SDLC: Study, Analysis, Design, Development, Implementation, Maintenance.

**(16 Hours)**

##### **Unit II**

**Systems documentation consideration:** Principles of Systems Documentation, Types of documentation and their importance, Enforcing documentation discipline in an organization System Planning : Data and fact gathering techniques : Interviews, Group Communication Questionnaires, Presentations & Site Visits. Assessing Project Feasibility: Technical, Operational, Economic, Cost Benefits Analysis, Schedule, legal and contractual, Political. Modern Methods for determining system requirements.

**(14 Hours)**

##### **Unit III**

**Modular and Structured Design :** Module specifications. Top-down and bottom-up design. Module coupling and cohesion. Structure Charts. System Design and Modeling: Process Modeling, logical and physical design, Conceptual Data Modeling: Entity Relationship Analysis, Entity-Relationship Modeling, DFDs, Process Description: Structured English, Decision Tree, Decision Tables. Documentation: Data Dictionary, Recording Data Descriptions. Input and Output: Classification of forms, Input/output forms design. User-interface design, Graphical interfaces. Standards and guidelines for GUI design.

**(14 Hours)**

##### **Unit IV**

**System Implementation and Maintenance :** Planning considerations. Conversion methods, procedures and controls. System acceptance criteria. System Evaluation and Performance. Testing and Validation. Preparing User Manual. Maintenance Activities and Issues

**(12 Hours)**

# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester – 2**

#### **Text Books**

1. Roger. S. Pressman. (2009). *Software Engineering: A Practitioner's Approach*, 7<sup>th</sup> Edition, Tata McGraw Hill, New Delhi,
2. Kendall, Kenneth E and Julie E. Kendall, (2009). *Systems Analysis and Design*, 7<sup>th</sup> Edition, Prentice Hall of India.

#### **Reference Books**

1. Jeffrey, L. Whitten and Lonnie D. Bentley. (2004). *System and Design Methods*. 6<sup>th</sup> Edition, Tata McGraw Hill
2. Jeffrey A. Hoffer, Joey F. George and Joseph S. Valacich. (2007). *Modern Systems Analysis and Design*, 5<sup>th</sup> Edition(2007). Pearson Education.
3. Roger H.L.Chinan , Keng Siau, and Bill C. Hardgrave. (2009). *Systems Analysis and Design Techniques, Methodologies, Approaches, and Architectures*, 1<sup>st</sup> Edition. Prentice Hall of India.
4. Alan Dennis, Barbara H. Wixom and Roberta M Roth. (2009). *Systems Analysis & Design*, 4<sup>th</sup> Edition, Wiley & Sons.

# **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

# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester – 3**

Transaction Method. Scripts: Creation Of Scripts, Text Element, Text Symbols, Printing Scripts. Smartforms: Creation of SMARTFORMS, Printing of SMARTFORMS. Cross Applications :- ALE,IDOC,LSMW,BAPI,BADI.

**(10 Hours)**

#### **Text Books:**

1. Dr Horst Keller, (2009) . *ABAP Objects*, 2<sup>nd</sup> Edition, Galileo Press.
2. Kogent Learning. (2009). *SAP ABAP/4 black book*, 1<sup>st</sup> Edition, Dreamtech.

#### **Reference Books:**

1. Ken Greenwood, (1998). *Sams Teach Yourself ABAP/4 in 21 Days*, 1<sup>st</sup> Edition, TechMedia.
2. R. Lyfareff, (1998). *Introduction to ABAP/4 Programming for SAP (Hardcover):*, 2<sup>nd</sup> Edition Prima Pub.
3. Alexis Leon, (2014). *ERP- Enterprise Resource Planning*, 3<sup>rd</sup> Edition by Tata McGraw Hill Education (India) Private Limited.
4. Mary summer, (2013). *ERP- Enterprise Resource Planning*, 1<sup>st</sup> Edition, Pearson Education.



# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 3

#### Information System Management

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

**Meaning and Role of Information Systems. Types of Information Systems:** Operations Support Systems, Management Support Systems, Expert Systems, and Knowledge Management Systems. Information Systems for Strategic Management: Competitive Strategy Concepts, Strategic Role of Information Systems. Integrating Information Systems with Business Strategy, Value Chain Analysis, and Strategic Information Systems Framework.

(10 Hours)

##### Unit II

Planning for Information Systems: Identification of Applications, Business Planning Systems and Critical Success Factors, Method of Identifying Applications, Risks in Information Systems. Resource Requirements for Information Systems: Hardware and Capacity Planning, Software Needs, Procurement Options – Make or Buy decisions, Outsourcing as an Option. Information Systems for Strategic Advantage: Strategic roles of IS-Breaking Business Barriers ,Reengineering Business Processes Improving Business Quality ,Creating Virtual Company ,Building knowledge Creating Company ,Using Internet Strategically ,Challenges of Strategic IS ,Enterprise ,wide systems and E.-Business applications.

(10 Hours)

##### Unit III

**Managing Information Systems:** Enterprise Management, Information Resource Management, Strategic Management, Operational Management ,Resource Management Technology Management ,Distributed Management. Organizing Planning, IS planning methodologies, Critical Success Factors, Business Systems Planning ,Computer Aided Planning Tools. Security & Ethical Challenges; IS controls ,Facility Controls ,Procedural Controls ,Computer Crime ,Privacy Issues. Aspect of Technology adoption in MIS.

(10 Hours)

##### Unit IV

**Introduction to BPR:** Concept, Need for Reengineering, Benefits, guiding principles ,BPR and performance Improvement, Pitfalls in BPR, Myths of BPR, BPR implementation methodology, BPR implementation methodology, Change management in BPR – introduction, Nature, process

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 3

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

(12 Hours)

#### **Text Books**

1. James A O'Brien, George M Marakas and Ramesh Behl. (2009). *Management Information Systems*, 9<sup>th</sup> Edition, Tata McGraw Hill Education, New Delhi.
2. Michael Hammer and James Champy, (2003). *Reengineering the Corporation: A Manifesto for Business Revolution*, 1<sup>st</sup> Edition, HarperCollins

#### **References Books**

1. Turban, E., McLean, E. and Wetherbe, J. (2000). *Information Technology for Management: Making Connections for Strategic Advantage.* , 2<sup>nd</sup> Edition, John Wiley and Sons.
2. D.P.Goyal. (2006). *Management Information Systems-Managerial Perspectives*, 2<sup>nd</sup> Edition, Macmillan, New Delhi.
3. S.A.Kelkar. (2009). *Management Information Systems-A concise Study*, 2<sup>nd</sup> Edition, Prentice Hall of India.
4. Nirmalya Bagchi, (2010). *Management Information Systems*, 1<sup>st</sup> Edition, Vikas Publishing House, New Delhi

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 3

#### 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

**Overview of E-Government and E-Governance:** Stages of E-Governance, National E-Governance Plan(NeGP), Mission Mode Projects and their implementation status, E-Governance Introduction to E-governance, Role of ICT in e-governance, Need, importance of E-governance, Categories of E-governance, Key Issues of E-Governance, Technology, Policies, Infrastructure, Training, Copyrights , Consulting Funds, E-governance Models, Model of Digital Governance, Wider Dissemination Model.

(10 Hours)

##### Unit II

**E governance Models:** Critical Flow Model, Interactive-service model/Government to-Citizen-to-Government Model (G2C2G),Major areas of E-governance Services, Public Grievances: Telephone, Ration card, transportation, Rural services Land Records, Police: FIR registration, Lost and found, Social services: Death, domicile, school certificates, Public information: employment, hospitals, railway, Agricultural sector: Fertilizers, Seeds, Utility payments Electricity, water, telephone, Commercial: income tax, custom duty, excise duty-Governance Infrastructure.

(10 Hours)

##### Unit III

**Phases of e-government:** “Brochure ware”, Interactive, and Transaction,, Five Stages of Electronic Government Development, Statutes affecting e-government development,, Human Infrastructural preparedness, Challenges for E-governance

(10 Hours)

##### Unit IV

**Policies:** National Telecom Reforms, National Telecom Policies NTPs, Regulations: Digital Divide and Digital Dividends, Development and rationale of regulation and, deregulation, Role of Telecom Regulatory Agencies - Telecom Regulatory Authority of India (TRAI) & ITU, Information Technology Act (2000), Internet and E-commerce issues: privacy, security, domain names, etc, Wireless: frequency auctions, standards, competition.

(12 Hours)

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 3

#### **Text Books**

1. Vikram Raghavan, (2007). *Communication Law in India-Legal Aspects of Telecom, Broadcasting, and Cable Services*, 1<sup>st</sup> Edition, Lexis Nexis Butterworths.
2. D N Gupta, (2008). *E Governance A Comprehensive Framework*, 1<sup>st</sup> Edition, Jain Publications

#### **Reference books**

1. Heather E Hudson, (2006). *Global Connections - International Telecommunications Infrastructure and Policy*, 1<sup>st</sup> Edition, Wiley Publication.
2. E. Bohlin and S.L. Levin, (2000). *Telecommunications Transformation - Technology, Strategy and Policy*, 1<sup>st</sup> Edition, IOS Press.
3. McElroy, (2003). *KMCI (Knowledge Management Consortium International) and Butterworth Hienemann*, 1<sup>st</sup> Edition.
4. R. K. Mitra, (2006). *E-government: Macro Issues*, 1<sup>st</sup> Edition, GIFT Publishing.

# 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

**Software Product and Process:** Software Characteristics & Applications, Software Process, Software Process Models; Linear Sequential Model, Prototyping Model, RAD Model, Evolutionary Software Process Models, Software Development Process.

(10 Hours)

##### Unit II

**Software Project Planning and Scheduling:** Software Requirement, Software Requirements Specification, Requirements Validation, Software Design Principles, Software Project Estimation: Size Oriented, Function Oriented, Software Metrics, Software Cost Estimation, COCOMO Model, Project Scheduling, Software Staff & Personnel Planning, Rayleigh Curve, Software Team Organization & Control Structure. Project Monitoring & Control Techniques.

(12 Hours)

##### Unit III

**Software Quality Assurance & Configuration Management:** Software Quality, Software Quality Assurances, Software Testing, Formal Technical Reviews, ISO Software Quality Standards, Software Configuration Management, SCM Process, Configuration Audit.

(12 Hours)

##### Unit IV

**Risk Management:** Software Risks, Reactive and Pro-active Risk Strategies, Risk Identification, Risk Projection, Risk Mitigation, Risk Monitoring and Management.

(08 Hours)

#### Text Books

1. Roger. S. Pressman. (2014). Software Engineering: A Practitioner's Approach. 8<sup>th</sup> Edition, McGraw Hill, New Delhi.
2. Aggarwal, K. K. & Singh, Yogesh. (2007). Software Engineering. 3<sup>rd</sup> Edition, New Age International.

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 3

#### **Reference Books**

1. Bob Hughes and Mike Cotterell. (2006). *Software Project Management*. 4<sup>th</sup> Edition, Tata McGraw Hill, New Delhi.
2. Jack. R. Meredith and Samuel J. Mantel, (2011). *Jr. Project Management: A Managerial Approach*. 8<sup>th</sup> Edition, John Wiley & Sons, Singapore,.
3. Robert K. Wysocki, Robert Beck Jr. and David B. Crane, (2002). *Effective Project Management*. 2<sup>nd</sup> Edition , John Wiley & Sons, Singapore,.
4. Pankaj Jalote, (2002), *Software Project Management in Practice*, 1<sup>st</sup> Edition. Pearson Education.

# **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.*

<i>Outstanding</i>	<i>Good</i>	<i>Satisfactory</i>	<i>Unsatisfactory</i>
<i>A</i>	<i>B</i>	<i>C</i>	<i>D</i>

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/hers 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:



# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 3

#### 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.

# 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.

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

**Semester - 3**

**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**

**Date:**

**Place:**

\_\_\_\_\_

**Signature of the Supervisor**

**Name:** \_\_\_\_\_

**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:** : \_\_\_\_\_

# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester – 3**

**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:**

**Remarks of the Internal Guide:**

**Signature of Supervisor**

**Signature of Internal Guide**

**Date :**

**Date :**

**Place:**

**Place :**

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

**Semester – 3**

**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)**

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester - 3

#### NETWORK APPLICATION and MANAGEMENT

Course Code: MS(IT) 211

L - 3, Credits - 3

**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.

(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.

(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.

(14 Hours)

##### Unit IV

**Network management applications:** Configuration management, Fault management, Performance management, Event Correlation Techniques, Security Management, Report Management, Service Level Management.

(08 Hours)

#### Text Books

1. Mani Subramanian, (2012). *Network Management Principles and practice*, 2<sup>nd</sup> Edition, Addison Wesley New York.
2. Jerry, Fitz Gerald and Alan, Dennis. (2009). *Business Data Communications & Networking*. 10<sup>th</sup> Edition, John Wiley & Sons.

# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester – 3**

#### **Reference Books**

1. Tanenbaum, A. S. (2004). *Computer Networks*. 5<sup>th</sup> Edition, Pearson Education.
2. David A Stamper. (2003). *Business Data Communications*. 6<sup>th</sup> Edition, Addison Wesley.
3. Burke Richard J. (2008). *Network Management: Concepts and Practice*, 1<sup>st</sup> Edition, Pearson Education
4. Stallings, W. (2007). *Data and Computer Communications*, 10<sup>th</sup> Edition, Pearson Education,.

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 3

#### Data Centre Management

Course Code: MS(IT) 213

L - 3, Credits - 3

**Objectives:-** 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

1. Mauricio Arregoces & Maurizio Portolani, (2003). *Data Center Fundamentals*, 1<sup>st</sup> Edition, CISCO Press.
2. James Hannan, (2011). *A Practical guide to data center operations management*, volume 6, Auerbach Publishers.

# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester – 3**

#### **Reference Books**

1. Silvano Gai, Claudio DeSanti, (2009). *I/O Consolidation in the Data Center*, 1<sup>st</sup> Edition, Cisco Press;
2. Kevin Corbin, Ron Fuller, David Jansen, (2013). *NX-OS and Cisco Nexus Switching: Next-Generation Data Center Architectures*, 2<sup>nd</sup> Edition, Cisco Press.
3. Nash Darukhanawalla, Patrice Bellagamba, (2011). *Interconnecting Data Centers Using VPLS*, 1<sup>st</sup> Edition, Cisco Press.
4. Mickey Iqbal, (2010). *IT Virtualization Best Practices: A Lean, Green Virtualized Data Center Approach*, 1<sup>st</sup> Edition, MC Press.

# 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)

# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester – 3**

#### **Text Book**

1. Anu Singh Lather, Anil K Saini and Sanjay Dhingra, (2011). *Knowledge Management*, Macmillan.
2. Fernandez A.C. (2009). *Knowledge Management*, 1<sup>st</sup> Edition, Pearson Education.

#### **Reference Books**

1. Natarajan G and Shekhar S. (2000), *Knowledge Management: Enabling Business*, Tata McGraw Hill.
2. Warier, Sudhir, (2009). *Knowledge Management*, 3<sup>rd</sup> Reprint, Vikas Pub. House.
3. Awad ME and Ghaziri, M.H, (2004), *Knowledge Management*, Pearson Education.
4. Joseph M. Firestone, Ph. D. and Mark W. (2003). *Key Issues in the New Knowledge Management*, Butterworth-Heinemann Title

# 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

**Ethical Hacking of Computer network, system and application:** Malicious Code, Mobile Code & Denial Of Service attack - Information Security Assessment Process - Network Stalking and Fingerprinting - Cracking the Shadow and Administrator - Privilege Escalation - Wireless Security and Review - RFID Hacking and Security Review - Spyware and Phishing.

(12 Hours)

##### Unit III

**Security Policy and Awareness:** Security policy guidelines - Security awareness - People, Process and Technology - Physical Threats to the Information System - Information Infrastructure - Operating system fundamentals and security.

(10 Hours)

##### Unit IV

**Access Control Systems and Methodology:** Access Control Overview - Identification and Authentication Techniques - Access Control Techniques - Access Control Methodologies and Implementation - Access Control Administration - Access Control Working Process Attacks and Monitoring: Monitoring - Intrusion Detection - Penetration Testing - Methods of Attacks - Access Control Compensations - Security Testing Working Process.

(10 Hours)

#### Text Books

1. Mark Merkow, James Breithaupt, (2007). *Information Security : Principles and Practices*, 1<sup>st</sup> Edition, Pearson Education,
2. Micki Krause, Harold F. Tipton, (2004). *Handbook of Information Security Management*, 3<sup>rd</sup> Edition, CRC Press LLC,.



# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester – 3**

#### **Reference Books**

1. Matt Bishop , (2002). *Computer Security art and science* , 2<sup>nd</sup> Edition, Pearson Education.
2. Michael E Whitman and Herbert J Mattord, (2003). *Principles of Information Security*, 2<sup>nd</sup> Edition, Vikas Publishing House, New Delhi.
3. William Stallings, (2005). *Cryptography and Network Security: Principles and Practices*, 4<sup>th</sup> Edition, Pearson Education.
4. Charles P.Pfleeger and Shari Lawrence Pfleeger, (2006). *Security in Computing* , 4<sup>th</sup> Edition, PHI

# **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**

**Pre-Order, Point Of Order & Post Order Customer-Support Issues:** Online Visibility via Search Engines, Real time Access to Product Information, Inventory Integration, International Business, Shipping, and Order Tracking. Understanding Point of Order issues, ensuring a Smooth Ordering Process, Providing an Intuitive Site Navigation Scheme. Post Order Issue: Tracking Order, Managing Relationship Through Conflict.

**(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**

**E-Advertising & Marketing:** The new age of information-based Marketing, Emergence of internet as a competitive advertising media, Market Research, Weakness in Internet Advertising, e-Advertising & Marketing in India.

**(12 Hours)**

#### **Text Books**

1. Kristin Anderson and Carol Kerr, (2002), *Customer Relationship Management*, 1<sup>st</sup> Edition Tata McGraw-Hill.
2. Jeffrey Peel, (2002), *Customer Relationship Management*, 1<sup>st</sup> Edition, Digital press

# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester – 3**

#### **Reference Books**

1. ED Peelen , (2005) ,*Customer Relationship Management*, 1st Edition, Pearson Ltd.
2. Alok Kumar Rai, (2013). *Customer Relationship Management: Concepts and Cases*, 2<sup>nd</sup> Edition, Prentice Hall of India.
3. Simon Knox, Adrian Payne, Stan Maklan, (2003). *Customer Relationship Management*, 1<sup>st</sup> Edition, Routledge Inc.
4. Paul Goodey, (2013). *Sales force CRM: The Definitive Admin Handbook*, 2<sup>nd</sup> Edition.

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 3

#### Web Technologies

Course Code: MS(IT) 221

L – 3, Credits - 3

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

#### Course Contents:

##### Unit I

**Web Servers:** HTTP Request Types, Introduction to Microsoft IIS, Features, Creating Virtual Directory.**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

1. Kogent Learning, (2013). *Web Technologies BLACK BOOK*, 1<sup>st</sup> Edition, Dreamtech Press.
2. A.K. Saini and Mukta Sharma, (2015). *Planning, designing and development of Website*, 1<sup>st</sup> Edition., Galgotia Press.

#### Reference Books

1. Deitel & Deitel, Goldberg, (2009). *Internet & World Wide Web*, 4<sup>th</sup> Edition. Pearson.
2. Roussel A. John, (2003). *Mastering ASP*. 2<sup>nd</sup> Edition, BPB Publication.
3. Godbole & Khate, (2013), *Web technologies*, 3<sup>rd</sup> Edition, TMH india
4. Raj Kamal, (2002), *Internet & Web technologies*, 7<sup>th</sup> Edition, TMH India

# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

## **MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) (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.



**SEMESTER 4**

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 4

#### 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

1. Kuratko, D.F. & Hodgetts, R.M, (2013), *Entrepreneurship: Theory, Process and Practice*. 9<sup>th</sup> Edition , Thomson Press
2. Charantimath,P, (2009). *Entrepreneurship Development: Small Business Enterprises*, 5<sup>th</sup> reprint, Pearson Education.

# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester – 4**

#### **Reference Books**

1. Desai, Vasant, (2010), *Small-Scale Industries and Entrepreneurship*. 15<sup>th</sup> Edition, Himalaya Publishing House, Delhi.
2. Kaulgud, Aruna, (2003). *Entrepreneurship Management*. Vikas Publishing House, Delhi.
3. Balaraju, Theduri, (2004). *Entrepreneurship Development: An Analytical Study*. Akansha Publishing House, Uttam Nagar, New Delhi.
4. David, Otes, (2005). *A Guide to Entrepreneurship*., Jaico Books Publishing House, Delhi.



# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester – 4**

#### **Corporate Social Responsibility, Human Values and Ethics**

**Course Code: MS(IT) 204**

**L – 3, Credits - 3**

**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**

**Corporate Social Responsibility:** A Historical Perspective from Industrial Revolution to Social Activism; Moral Arguments for Corporate Social Responsibility, Development of Corporate Conscience as the Moral Principle of Corporate Social Responsibility, Corporate Social Responsibility of Business, Employees, Consumers and Community. Corporate Governance and Code of Corporate Governance, Consumerism, Current CSR Practices of the Firms in India and Abroad. Challenges of Environment: Principles of Environmental Ethics, Environmental Challenges as Business Opportunity, Affirmative Action as a form of Social Justice.

**(10 Hours)**

##### **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

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 4

Punishment, Intellectual Property Rights, Corruption in Business and Administration. BS / ISO Guideline on CSR Management (ISO-26000).

(10 Hours)

#### **Text Books**

1. Weiss, Joseph W, (2009). *Business Ethics: Concepts & Cases*, 5<sup>th</sup> Edition, Cengage Learning.
2. Colin Fisher and Alan Lovell, (2009). *Business ethics and values: Individual, Corporate and International Perspectives*, 3<sup>rd</sup> Edition. Prentice Hall.

#### **Reference Books**

1. Hartman, Laura P. and Joe DesJardins, (2014). *Business Ethics: Decision-Making for Personal Integrity and Social Responsibility*, 3<sup>rd</sup> Edition, Tata McGraw-Hill/Irwin.
2. Hartman, Laura P and Abha Chatterjee, (2006). *Perspectives in Business Ethics*, 3<sup>rd</sup> Edition, Tata McGraw Hill
3. Manuel G.Velasquez, (2012), *Business Ethics Concepts*, 7<sup>th</sup> Edition, PHI
4. Baxi C.V. and Prasad Ajit, (2007): *Corporate Social Responsibility*, 3<sup>rd</sup> Edition, Excel 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

**ERP Architecture:** Client/Server Architecture, Presentation Layer, Application layer, Database layer, Concepts of Netweaver. Getting Started: Starting the Database and ERP Instances, Stopping ERP Instances and the database, starting the front-end, Using ERP system, Service and Support :-Remote connection, ERP Services ,Essential Services, Support Tools, Solution Manager overview. ERP Installation Concepts.

(10 Hours)

##### Unit II

**Setting Up the System Landscape:**-Initializing the change and Transport System, Tasks of a System Landscape, Configuration of the Transport Management System, Transport Control program tp, Transactions and Menu Paths. Client Administration: Creating New Clients, Local Copy, Remote Copy, Client Transport, Special Functions, Transactions and Menu Paths. R/3 Users Authorizations: Basics, User Maintenance, Authorizations, Personal setting, Internet Users, Information About Users and Authorizations, Central user Administrations, Transactions and Menu Paths. Background Processing.

(10 Hours)

##### Unit III

**Update:** Update Concepts, Configuring the Update System, Monitoring and Troubleshooting for the Update. Output Configuration and Management: Basics, Configuring Spool work Process, Configuring the Spool Server, configuring the Output devices Landscape, Analysis and Error Correction. Data Archiving: Archive Development kit, Customizing, Control and Analysis. Data Distribution and Transfer

(10 Hours)

##### Unit IV

**Maintaining Instances:** Profile Maintenance, Operation Modes etc. System Monitoring :Server and Process Overviews, User Overviews, System Log, Analyzing runtime errors, Trace Files, Lock Entries, Performance Monitoring, Database Administration, Overview Of Regular Tasks. Monitoring Architecture: Alert Monitor, Customizing the Alert Monitors, Analyzing the Alert Monitors. System Administration: Concepts of System Administration, BASIS Daily Tasks, BASIS Weekly Tasks, BASIS Monthly Tasks, BASIS Annually Tasks, Concept of Backup And Recovery.

(12 Hours)

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 4

#### **Text Books**

1. Frank Fose, Liane Will , Sigrid Hagemann. (2011), *SAP Netweaver AS ABAP System Administration*, 4<sup>th</sup> Edition, SAP Press;
2. Jose Antonio Hernaudz. (2006), *SAP R/3 Administrator's Handbook*, 3<sup>rd</sup> Edition, Tata McGraw Hill,

#### **Reference Books**

1. Lian Will. (2006), *SAP System Administration*, 2<sup>nd</sup> Edition, BPB.
2. Marty McCormick, (2008). *Content Integration with SAP Netweaver Portal*, SAP Press
3. Veena Bansal, (2013). *ERP : A Managerial Perspective*, Pearson Publication.
4. Robert E. Parkinsion, John Marneweek Victor Wood. (1999), *Basis Administration for SAP*, Premier Press.

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 4

#### E-Business

Course code: MS(IT) 208

L - 3, Credits: 3

**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

**Introduction to e-business:** Electronic Business, Electronic Commerce, Electronic Commerce Models, Types of Electronic Commerce, Value Chains in Electronic Commerce, E-Commerce in India. Internet, World Wide Web, Internet Architectures, Internet Applications, Web Based Tools for Electronic Commerce, Intranet, Composition of Intranet, Business Applications on Intranet, Extranets.

(12 Hours)

##### Unit II

**Security Threats to e-business:** Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Security Protocols over Public Networks: HTTP, SSL, Firewall as Security Control, Public Key Infrastructure (PKI) for Security, Prominent Cryptographic Applications.

(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

**e-Business Applications & Strategies:** Business Models & Revenue Models over Internet, Emerging Trends in e-Business, e-Governance, Digital Commerce, Mobile Commerce, Strategies for Business over Web, Internet, based Business Models.

(08 Hours)

#### Text Books

1. Schneider Gary P. and Perry, James T, (2000). *Electronic Commerce*. 1<sup>st</sup> Edition, Thomson Learning.
2. Bajaj, Kamlesh K and Nag, Debjani, (1999). *E-Commerce: The Cutting Edge of Business*. 1<sup>st</sup> Edition, Tata McGraw Hill, Publishing Company Ltd., New Delhi.

# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester – 4**

#### **Reference Books**

1. Treese G. Winfield & Stewart C. Lawrance, (1999). *Designing Systems for Internet Commerce*. 1<sup>st</sup> Edition. Addison Wesley.
2. Trepper Charles, (2000). *E-Commerce Strategies*. 1<sup>st</sup> Edition, Prentice Hall of India,
3. Rehman S.M. & Raisinghania, (2000). *Electronic Commerce Opportunity & Challenges*. 1<sup>st</sup> Edition, Idea Group Publishing, USA.
4. Knapp C. Michel, (2003). *E-commerce Real Issues & Cases*. 1<sup>st</sup> Edition, Thomson Learning.

# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester - 4**

### **Dissertation**

**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.

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 4

#### ORGANISATION OF DISSERTATION REPORT

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)**

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

**Accepted / Rejected**

\_\_\_\_\_  
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**

**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 : \_\_\_\_\_

**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

1. Rajiv Sabherwal, Irma Becerra-Fernandez, (2010). *Business Intelligence: Practices, Technologies, and Management*.
2. Efraim Turban, (2006), *Decision Support & Intelligent System*, 8<sup>th</sup> Edition., Pearson Education.

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 4

#### Reference Books

1. V.Rajaraman, (2011). *Analysis and Design of Information System*, 2<sup>nd</sup> Edition. PHI.
2. Jiawei Han, Micheline Kamber, (2011), *Data Mining Concepts & Techniques*, 3<sup>rd</sup> Edition  
The Morgan Kaufmann Series in Data Management Systems
3. Cindi Howson, (2014). *Successful Business Intelligence*, 2<sup>nd</sup> Edition, Tata McGraw Hill
4. Mike Biere, (2010). *Business intelligence for the enterprise*, Addison Weseley.

# **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, over view of different cloud computing applications which are implemented, Business case for implementing a Cloud.

**(10 Hours)**

##### **Unit II**

**Cloud Computing Technologies:** Hardware and Infrastructure: Clients, Security, Network, services Accessing the Clouds: Platforms, WEB applications, WEB APIS, WB Browsers Cloud Storage: Overview, Storage provides, CloudStandards: Applications, Client, Infrastructure, Services.

**(10 Hours)**

##### **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)**

# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester – 4**

#### **Text Books**

1. Anthony T Velte, Toby J Velte, Robert Elsenpeter , (2009), *Cloud Computing a practical approach*, 1<sup>st</sup> Edition, Tata McGraw – HILL
2. Michael Miller, (2009), *Cloud Computing - Web Based application*, 1<sup>st</sup> Edition, Pearson Education.

#### **Reference Books**

1. Judith Hurwitz , Bloor Robin , Marcia Kaufman & Fern Halper.(2009), *Cloud Computing for Dummies*.1<sup>st</sup> Edition, Wiley.
2. David S. Linthicum, (2009), *Cloud Computing and SOA Convergence in Your Enterprise*, 1<sup>st</sup> Edition, Addison Wesley.
3. Dan Kusnetzky , (2011). *Virtualization: A Manager's Guide*, 1st Edition ,O'Reilly
4. Barrie Sosinsky, (2011), *Cloud Computing Bible*, 1st Edition ,Wiley India Pvt Ltd.



# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 4

#### 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

**Processes in e-Supply Chain Management:** e-fulfillment, Manufacturing Flow Management, e-Procurement, Reverse Logistics and returns. e- Supply Chain Planning: Advanced scheduling and manufacturing planning, Demand Forecasting and Transportation Planning, Distribution Planning, Order Commitment. Warehousing –types, layouts, order picking, packaging and handling.

(10 Hours)

##### Unit IV

**E- Supply Chain Fusion:** Meaning of e-SCM Fusion, Stages of e-Supply Chain Fusion-Information Sharing, Joint Performance Measurement, Realignment of Work, Redesigning Products and Processes. Management Issues in e- Supply Chain Fusion. Contemporary developments- 3PI, 4PI and other recent developments.

(12 Hours)

#### Text Books

1. David Frederick Ross, (2002) *Introduction to e-Supply Chain Management: Engaging Technology to Build Market-Winning Business Partnerships*, 1<sup>st</sup> Edition, CRC Press.
2. Lawrence D. Fredendall, Ed Hil, (2000) *Basics Supply Chain Management (Resource Management)*, 1<sup>st</sup> Edition, CRC Press.

# **GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**

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

### **Semester – 4**

#### **Reference Books**

1. Deryn Graham, Ioannis Mannikas, Dimitris Follinas, (2013). *E- Logistics and E- SCM*, 1<sup>st</sup> Edition, IGI Global
2. Simchi- Levi; Kaminsky; Simchi -Levi; Shankar , (2008), *Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies*, 3<sup>rd</sup> Edition, Tata McGraw- Hill International
3. Qingyu Zhang, (2014). *E-supply Chain Technologies and Management*, 1<sup>st</sup> Edition reprint, Idea Group.
4. Sunil Chopra. Peter Meindl, (2012) ,*Supply Chain Management*, 5<sup>th</sup> Edition, Prentice Hall

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 4

#### 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**

**Managing Software Quality:** Managing Software Organizations – Managing Software Quality – Defect Prevention – Software Quality Assurance Management  
**(10 Hours)**

##### **Unit III**

**Software Quality Assurance Metrics :** Software Quality – Total Quality Management (TQM) – Quality Metrics – Software Quality Metrics Analysis Software Quality Program -Software Quality Program Concepts – Establishment of a Software Quality Program –Software Quality Assurance Planning – An Overview – Purpose & Scope.  
**(10 Hours)**

##### **Unit IV**

**Software Quality Assurance Standardization:** Software Standards–ISO 9000 Quality System Standards - Capability Maturity Model and the Role of SQA in Software Development Maturity – SEI CMM Level 5 – Comparison of ISO 9000 Model with SEI's CMM.  
**(12 Hours)**

#### **Text Books**

1. Mordechai Ben-Menachem / Garry S Marliss,(2003). *Software Quality*, Vikas Publishing House, Pvt, Ltd., New Delhi.
2. Jones Caper & Oliver Bonsignour, (2011). *The economics of Software Quality*, 1<sup>st</sup> Edition, Addison Wesley publication

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 4

#### Reference Books

1. Gordon G Schulmeyer, (2007). *Handbook of Software Quality Assurance*, 4<sup>th</sup> Edition, Artech House.
2. Nina S Godbole, (2004). *Software Quality Assurance: Principles and Practice*, 1<sup>st</sup> Edition, Alpha Science International Ltd.
3. Daniel Galin , (2008). *Software Quality Assurance: From Theory to Implementation*, 1<sup>st</sup> Edition, Pearson Education;
4. Jeff Tian , (2005). *Software Quality Engineering: Testing, Quality Assurance, and Quantifiable Improvement*, Wiley-Blackwell,

# 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

**Introduction to Excel and Financial Modeling :**Introduction to Excel, Overview of Financial Modeling, Types and Purpose of financial models, Navigate Worksheets and Workbooks, Name Manager Exploring Excel as a Tool for Financial Modeling : Excel Functions, Mathematical Functions, Statistical Functions, Financial Functions, Logical Functions, Lookups & Reference Functions, Text Functions, Date & Information Functions.

(10 Hours)

##### Unit II

**Advanced analysis techniques :**Working named ranges, Working with Charts, Data Validation, Hyperlink, Conditional Formatting, Pivot Tables, Auto & Advance Filter, Grouping & Ungrouping, Sheet Protection, What if Analysis, Financial Statement Analysis Understanding the Financial Statements and its interlinking: Income Statement, Balance Sheet, Cash Flow Statement, Ratio Analysis, Basic and Diluted EPS,ROE and DUPONT Analysis.

(10 Hours)

##### 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)

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

### Semester – 4

#### **Text Books**

1. Simon Benninga, (2014). *Financial Modelling*, 4<sup>th</sup> Edition, MIT Press ltd.
2. Tom Y. Sawyer, (2014). *Financial Modeling For Business Owners & Enterprenuers*, 1<sup>st</sup> Edition, Apress

#### **Reference Books**

1. Yemi Onigbode, (2011). *Oracle E-business suite 12 financials cookbook*, 1<sup>st</sup> Edition, Packt
2. Simon Benninga, (2010). *Principles of Finance with Excel*, 2<sup>nd</sup> Edition, OUP USA.
3. Tom Y. Sawyer, (2000). *Pro Excel Financial Modelling*, 1<sup>st</sup> Edition, Apress.
4. Danielle Stein Fairhurst, (2012). *Using Excel For business Analysis,: A Guide to financial modeling Fundamentals*, 1<sup>st</sup> Edition, Wiley Publications.

# GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI

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

### Semester – 4

#### ERP-System Administration Lab

**Course Code: MS(IT) 252**

**L – 0, P - 4 Credits - 2**

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.