

MASTER OF COMMERCE (Computer Applications)- THIRD SEMESTER

301 – STRATEGIC MANAGEMENT

(Common to M.Com, M.Com -Computer Applications - under CBCS)

Class Hours: 5 ppw

Credits: 5

- Unit-I:** **Introduction** – Concept of Strategic management – Characteristics of Strategic management – Significance of Strategic Management – Dimensions of Strategic management – Tasks of Strategic Management – Developing – Vision – Mission – Objectives – Goals – Elements in Strategic Management Process – Benefits of Strategic Management.
- Unit-II:** **Environmental and Organizational Appraisal.** : Concept and Characteristics of Environment – External and Internal Environment – Environmental Scanning – Factors Effecting Environmental Scanning – Organizational Capability – Factors Effecting Organizational Appraisal – Methods and Techniques used for Organizational Appraisal.
- Unit-III:** **Strategy Formulation:** Corporate Level: Grand strategies – Stability Strategy – Expansion Strategy – Retrenchment Strategy – Turnaround strategy – Combination Strategy – Business Level: Cost Leadership Strategy – Differentiation Strategy – Focus Strategy.
- Unit-IV:** **Strategy Implementation:** Project Implementation – Resource Allocation – Approaches of Resource Allocation – Structural Implementation – Types of Structures – Strategy and structure – Leadership implementation – Role of Leader – New paradigms of Leadership.
- Unit-V:** **Strategy Evaluation and Control:** Nature and Importance of Strategic evaluation – Participants of strategic evaluation and barriers in strategic evaluation – Evaluation Techniques for strategic control – Evaluation Techniques for Operational Control – Role of Organizational System in Evaluation.

Suggested Readings

1. Azhar Kazmi, **Strategic Management and Business Policy**, Tata McGraw Hill Company Limited, New Delhi, 2008.
2. Thomas L., Wheelen, J.David Hunger & Krish Rangarajan, **Concepts in Strategic Management and Business Policy**, Pearson Education, 2011.

References

1. Subba Rao, P, Business Policy and strategic Management, Himalaya Publishing House, Mumbai, 2003.
2. Vipin Gupta, Kamala and Srivasam R, **Business Policy and strategic Management**, Prentice Hall of India Private Limited, New Delhi, 2006.
3. Barney & Hesterly, **Strategic Management and Competitive Advantage Concepts**, Prentice Hall of India Private Limited, New Delhi, 2009.

302 – E- BUSINESS

(Common to M.Com and M.Com-Computer Applications - under CBCS)

Class Hours: 5 ppw

Credits: 5

- Unit-I: Introduction to E-Business:** E-Business: Meaning, significance – Opportunities and Risks – E-Business Models: B2B: Meaning and implementation, B2C: Meaning and implementation, B2G: Meaning and implementation, C2G: Meaning and implementation and C2B: Meaning and implementation – Advantages and Limitations – Mobile Commerce: Meaning, Framework and Models – E- Business Trade: Bookshops, grocery, software, newspaper, banking auction, share dealing.
- Unit-II: E-Business Infrastructure:** Internet: Meaning, Issues, Problems and Prospects, ISP – Intranets: Trends, Growth and Applications – Extranet: Applications, VPN – EDI: Definitions and Benefits – Technology and Implementation - Portals.
- Unit-III: E-Business Applications:** E-Business Strategy: Definition, Objectives, Analysis and Implementation - E-Marketing: Meaning, Areas, Planning, Strategy and implementation – Internet Advertising - E-CRM: Meaning, Technology for CRM and application - E-Procurement: Meaning, Drivers, Risks and implementation – E-SCM: Meaning, Focus and implementation – E-Payment Systems: Meaning, Pre and Post paid payments systems – E-Cash.
- Unit-IV: E-Security -** Security Meaning, Attacking methods, SET and SSL, Hacking Security Tools: Cryptology and Encryption – Password – Authentication: Keys and Kerberos – Digital Signatures – Security Protocols – Firewall Security – E- Commerce Law: Information Technology Act, 2000 – Government Policy and Recommendations.
- Unit-V: E-Business Web Technologies:** Web site meaning – Types – Planning and Organizing – Web page Designing, Essentials in designing good web site – Web page development tools – Testing and evaluating web site – Creating Web site using MS Front Page: Using Wizard – Viewing and closing web sites – HTML: Basics, Syntax, HTML Editors – Multimedia: Graphics, web image formats, VRML.

Suggested Readings

1. Albert Napier H, Rivers N Ollie, Wagner W Stuart and Napier JB, **E-Business – Creating a Winning**, 2nd Edition, Cengage learning India Private Limited, New Delhi, 2008.
2. Murthy C S V, **E-Commerce – Concepts, Models, Strategies**, Himalaya Publishing House, Mumbai, 2009.

References

1. Gary P Schneider, **E-Commerce**, Cengage Learning, New Delhi, 2011.
2. David Whiteley, **E-Commerce Strategy, Technologies and Applications**, Tat McGraw Hill Publishing Company Limited, New Delhi, 2009
3. Ravi Kalakoda, **Frontiers of Electronic Commerce**, Pearson Education, New Delhi, 2010.

303- SOFTWARE PROJECT MANAGEMENT
(for M.Com-Computer Applications - under CBCS)

Class Hours: 3 ppw

Credits: 5

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- Unit-I:** **Introduction to Software Project Management:** Introduction to Software Projects versus other types of Projects, Contract Management and Technical Project Management. **Project Management-** Problems with Software Projects, Setting Objectives, Stakeholders, The business case, Requirement specification, Management Control. **Project Planning-** Introduction. Selection, scope and objectives, infrastructure, characteristics, products and activities. **Project Evaluation:** Introduction to different types of evaluation.
- Unit-II:** **Selection of an appropriate Project Approach:** Choosing technologies, Technical plan contents list, process models, Structure vs speed of delivery, The waterfall model, The V-process model, The Spiral Model, Prototyping. Categorizing prototypes, controlling changes, incremental delivery, dynamic systems, and development methods. Extreme programming, managing iterative process, selecting the most appropriate process model. **Software effort estimation:** Need of estimation, over-and under-estimates. The basis for software estimating, estimating techniques, expert judgment, estimating by analogy, Albrecht function point analysis, function points Mark II, object points, a procedural code-oriented approach, COCOMO: a parametric model.
- Unit-III:** **Activity Planning:** Objectives. When to plan, Project schedules, Projects and activities, Sequencing and scheduling activities, Network planning models, Formulating a network model, Adding the time dimension, The forward pass, backward pass, critical path, Activity float, shortening the project duration, critical activities, Activity-on-arrow networks. **Risk Management:** The nature of risk, Types of risk, Managing risk, Hazard identification, Hazard analysis, Risk planning and control, evaluating risks to the schedule. **Resource Allocation:** The nature of resources, Identifying resource requirement, Scheduling resources, Creating critical paths, counting the cost, being specific, publishing the resource schedule, Cost scheduling sequence.
- Unit-IV:** **Monitoring and Control:** Creating the framework, Collecting the data, Visualizing process, Cost monitoring, Earned value, Prioritizing monitoring, Getting the project back to target, Change control. **Managing contracts:** Types of contracts, Stages in contract placement, typical terms of a contract, Contract management, Acceptance.
- Unit-V:** **Managing People and Organizing Teams:** Understanding behavior, organizational background, Selecting the right person, Instruction in the best methods, motivation, The Oldham-Hack man job characteristics model. Working in groups, Becoming a team, Decision making, Leadership, Organizational structures, Stress, Health and safety. **Software quality:** Importance of software quality, defining software quality, ISO 9126, practical software quality measures, Product vs Process quality management, External standards, Techniques to help enhance software quality, Quality plans.

Suggested Readings

1. Bole Hughes and Mike Cotterell, **Software Project Management**, Tata McGraw Hill, Third Edition, New Delhi, 2007.
2. Roger S. Prenman, **Software Engineering A Practitioner's Approach**, McGraw Hill International Edition, New Delhi, 2008.

References

1. Andrew Stellman and Jennifer Greene, **Applied Software Project Management**, O'Reilly Media, Bebsryal, CA, 2006.
2. Murali Chemuturi and Thomas M Cagley Jr, **Mastering Software Project Management: Best Practices, Tools and Techniques**, J.Ross Publishing, USA, 2010.
3. Ashfaque Ahmed, **Software Project Management**, A process driven approach, CRC Press, New York, 2011.

303-LAB: SOFTWARE PROJECT MANAGEMENT
(For M.Com-Computer Applications - under CBCS)

Lab: 2 PPW
One Period Lab means 2 hours of Lab Session

Lab – Students are required to undergo Lab Sessions with Microsoft Project (Preferably the recent version) List of Experiments:

AIM: Defining a project and the activities to be considered therein. For example, building an auditorium, has several tasks to be performed may be in a sequence (one after another), or in parallel. Using MS project the student needs to have an idea to represent them as project activities. While representing them, the student may also estimate the activity duration and the same may be represented as a tool.

LIST OF EXPERIMENTS

- i. Organizing a Common Entrance Test by a University. For example ICET/EAMCET/LAWCET
- ii. Software Project being undertaken by an organization, for example, software to be developed for conducting online examination, Automation of Kakatiya University Examination Branch activities starting from question paper setting to the declaration of result of all courses of all disciplines.
- iii. Online admission process of an University
- iv. Two more case-studies of above type
- v. Computation of Critical Path Method(CPM) for any project with activities and their durations
- vi. Estimation of project completion time using the concept of PERT (with the consideration of optimistic, most-likely and pessimistic activity durations)
- vii. Computing NPV and IRR using suitable formulas in the Excel environment.

304- SOFTWARE TESTING TOOLS
(For M.Com-Computer Applications - under CBCS)

Class Hours: 3 ppw

Credits: 5

- Unit-I:** **Software Engineering Evaluation**-Introduction, Software Project, Software Product vs. Software Application, Types of development models. Requirements management- Requirement vs. Specification, Roles and Responsibilities, Entry Criteria, Input, Tasks, Output, Exit Criteria, Measurements/Metrics, PIN Document Format, Software Requirements Specification, Data collection Sheet , Software design- purpose of Design Phase, Design Levels-External Design, Internal Design, Roles and Responsibilities, Coding-Coding Process, Roles and Responsibilities, Entry Criteria Input, Tasks, Output, Exit Criteria, Measurements and metrics.
- Unit-II:** **Introduction** : What is software testing and why it is so hard?, Error, Fault, Failure, Incident, Test Cases, Testing Process, Limitations of Testing, No absolute proof of correctness. Testing Fundamentals: Principles of testing – Types of testing – White box testing – Black box testing – Integration Testing – System and Acceptance testing – Performance testing – Regression testing.
- Unit-III:** **Software Testing Tools:** Selecting and Installing Software Testing tools, Automation and Testing Tools Over view of win runner: testing an application using win runner, Test script language (TSL), GUI MAP file, Synchronization of test cases, Data-driven testing, Rapid Test Script Wizard, mapping custom object to a Standard class, checking GUI objects, Load Runner, Win Runner and Rational Testing Tools, Silk test.
- Unit-IV:** **Testing Process: Seven step Testing Process - I:** Overview of the Software Testing process, Organizing of Testing. Developing the Test Plan, Verification Testing, Validation Testing.
- Unit-V:** **Seven Step Testing Process – II:** Analyzing and Reporting Test Results, Acceptance and Operational Testing, Post – Implementation Analysis. Specialized Testing Responsibilities- Testing Client/Server Systems.

Suggested Readings

1. Nageswara Rao Pusuluri, **Software Testing Concepts and Tools**, Dream Tech Press, New Delhi, 2006.
2. William E. Perry, **Effective Method for Software Testing**, Third Edition, , Wiley India, New Delhi, 2006.

References:

1. Kanglin Li and Mengqui Wu, **Effective Software Test Automation: Developing an Automated Software Testing**, Wiley Publishers, USA, 2013.
2. Cerald D Everett and Raymond Mc Leod Jr., **Software Testing: Testing Across the Entire Software Development Life Cycle**, Wiley Publishers, USA, 2014.
3. Boris Beizer, **Software Testing Techniques**, Dream Tech Press, New Delhi, 2009.

304: LAB: SOFTWARE TESTING TOOLS
(For M.Com-Computer Applications - under CBCS)

Lab: 2 PPW
One Period Lab means 2 hours of Lab Session

Lab – Students are required to undergo Lab Sessions with Win Runner

1. Perform a context sensitive for opening order using flight reservation application.
2. Perform test for processing of sending a fax.
3. Perform a batch test to execute series of test using calculator application.
4. Perform context sensitive test on flight 1A application, insert GUI check points for single property.
5. Perform context sensitive test on flight 1A application, insert GUI check points for multiple objects.
6. Perform context sensitive test on flight 1A application, insert GUI check points for object/window.
7. Perform context sensitive test on flight 1A application insert bitmap checkpoint for object/window.
8. Perform context sensitive test on flight 1A application insert bitmap checkpoint for screen area.
9. Perform a test for default checkpoint on flight reservation.
10. Perform a test for custom checkpoint on flight reservation.
11. Perform a test for Runtime record checkpoint on flight reservation.
12. Perform a Data Driven test for flight reservation application.
13. Perform a Data Driven test for flight reservation application to open multiple order numbers using data driven Wizard.
14. Perform a Data Driven test for flight reservation application to open multiple order numbers using for loop to dynamically display order.
15. Perform a test using flight application for synchronization for object/window bitmap.
16. Perform a test using flight application for synchronization for object/window.
17. Perform GUI regression test using Rapid Test Script Wizard (RTSW) for calculator application.
Perform Bit map Regression test using RTSW for calculator application
18. Perform User Interface test using RTSW for calculator application.
19. Perform Test template test using RTSW for calculator application.
20. Perform GUI checkpoint for single property for calculator application.
21. Perform checkpoint for single property for calculator application.
22. Perform GUI check point for multiple objects for calculator application
23. Perform Bitmap checkpoint for object/window for calculator application.
24. Perform Bitmap checkpoint for screen area for calculator application.

305- WEB PROGRAMMING
(for M.Com-Computer Applications - under CBCS)

Class Hours: 3 ppw

Credits: 5

- Unit-I: Fundamentals of Web:** Internet, WWW, Web Browsers, and Web Servers, URLs, MIME, HTTP, Security, The Web Programmers Toolbox. XHTML: Origins and evolution of HTML and XHTML, Basic syntax, Standard XHTML document structure, Basic text markup, Images, Hypertext Links, Lists, and Tables.
- Unit-II: HTML and XHTML:** Forms, Frames in HTML and XHTML, Syntactic differences between HTML and XHTML. CSS: Introduction, Levels of style sheets, Style specification formats, Selector forms, Property value forms, Font properties, List properties, Color, Alignment of text, The Box model, Background images, The `` and `<div>` tags, Conflict resolution.
- Unit-III: Java Script:** Overview of JavaScript; Object orientation and JavaScript; General syntactic characteristics; Primitives, Operations, and expressions; Screen output and keyboard input; Control statements; Object creation and Modification; Arrays; Functions; Constructor; Pattern matching using expressions; Errors in scripts; Examples.
- Unit-IV: Java Script and HTML Documents:** The JavaScript execution environment; The Document Object Model; Element access in JavaScript; Events and event handling; Handling events from the Body elements, Button elements, Text box and Password elements.
- Unit-V: Dynamic Documents with Java Script:** Introduction to dynamic documents; Positioning elements; Moving elements; Element visibility; Changing colors and fonts; Dynamic content; Stacking elements; Locating the mouse cursor; Reacting to a mouse click; Slow movement of elements; Dragging and dropping elements. XML: Introduction; Syntax; Document structure; Document Type definitions; Namespaces; XML schemas; Displaying raw XML documents; Displaying XML documents with CSS.

Suggested Readings

1. Robert W Sebesta, **Programming the World Wide Web**, Pearson Education, New Delhi, 2012.
2. Chris Bates, **Web Programming Building Internet Applications**, Wiley India, New Delhi, 2006.

References

1. Chris Bates, **Web Programming: Building internet applications**, Wiley India, 3rd Edition, New Delhi, 2006.
2. Deven N Shah, **A complete Guide to Internet and Web Programming**, Dream Tech Pres, New Delhi, 2009.
3. John Duckett, **Web Programming with HTML, XHTML and CSS**, Wiley Publishers, USA, 2007.

305- LAB: WEB PROGRAMMING
(for M.Com-Computer Applications - under CBCS)

Lab: 2 PPW

One Period Lab means 2 hours of Lab Session

1. Create an html page with 7 separate lines in different sizes. State size and colour of each line in its text.
2. Create a background image called myimage.jpg by using any picture creating tool. Type a sample html program in the text editor and view it through the browser. Modify it to include some blinking text.
3. Create an html page with all the different text styles (bold, italic and underlined) and its Combinations on separate lines. State style of each line in its text.
4. Create an html page containing the polynomial expression as follows $a_0 + a_1x + a_2x^2 + a_3x^3$
5. Create an html page with red background with a message “warning” in large size blinking. Add scrolling text “read the message” below it.

6. Create an html page with following specifications
 - a. Title should be about myself
 - b. Colour the background with pink colour
 - c. Place your name at the top of the page in large text and centred
 - d. Add names of your family members each in a different size, colour, and style
 - e. Add scrolling text with a message of your choice
 - f. Add your image at the bottom

7. Create an html page with following specifications
 - a. Title should be about my college
 - b. Put the windows Logo image in the background
 - c. Place your College name at the top of the page in large text followed by address in smaller size
 - d. Add names of courses offered each in a different colour, style and typeface
 - e. Add scrolling text with a message of your choice
 - f. Add college image at the bottom

8. Create an html page with following specifications
 - a. Title should be about my City
 - b. Place your City name at the top of the page in large text and in blue colour
 - c. Add names of landmarks in your city each in a different colour, style and Typeface
 - d. One of the landmarks, your college name should be blinking
 - e. Add scrolling text with a message of your choice
 - f. Add some image at the bottom

9. Create a new file called index. HTML Put the normal HTML document structure tags in the file. Give it a title. At the bottom of the page (i.e. the last thing between the body tags) put the following:
 - a. A horizontal rule.
 - b. A Link to your email Address (With your name between the tag)
 - c. A line break.
 - d. The date. (I have this same structure at the bottom of this page).
 - e. Above this block (which is called the footer), put a title in heading tags.
 - f. Add some text describing yourself (you can split this into multiple headings and Paragraphs if you wish).
10. Create an html program using the body given in the example for ordered list. Modify it to change the colour of the item text to and reduce the size of text one smaller than the heading.
11. Create an html program using the body given in the example for unordered list. Modify it to change the shape of the bullet to and also reduce the size bulleted items one smaller than the heading.
12. Type the sample HTML program using tables. Modify it to remove Rs and paise column and specify price as 500.50
13. Type the sample HTML program using frames. Create the required html files with appropriate messages. Modify it to change to a different frame structure.
14. Create an html page with appropriate frames containing Heading and other information. Add a bulleted list of your favourite subjects. For each subject make a nested list that contains, teacher name, the start and end time. Add your photograph and message in a separate frame Add link to teacher or college web site wherever teacher name appears
15. Create an html page with appropriate frames containing Heading and other information. Add an ordered list of your educational qualifications. For each course make a nested list that contains, university or board name, the year and the percentage scored. Add link to university site where university name appears. Add your college photograph and message in a separate frame.
16. Create a HTML page that displays the XML data using XML document.
17. Create a XML document and its DTD.

MASTER OF COMMERCE (Computer Applications)- FOURTH SEMESTER

401- BUSINESS RESEARCH METHODS

(Common to M.Com and M.Com-Computer Applications - under CBCS)

Class Hours: 5 ppw

Credits: 5

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- Unit-I:** **Introduction-** Business Research: Definition-Types of Business Research. Scientific Investigation: The Building Blocks of Science in Research-The Language of Research: Concepts, Constructs, Definitions, Variables, Propositions and Hypotheses, Theory and Models. Technology and Business Research: Information needs of Business - Technologies used in Business Research: The Internet, E-mail, Browsers and Websites.
- Unit-II:** **The Research Process-** Problem Identification: Broad Problem Area-Preliminary Data Gathering. Literature Survey - Online Data Bases Useful for Business Research - Problem Definition- Theoretical Framework- -Components of Theoretical Framework - Hypothesis Development - Statement of Hypothesis- Procedure for Testing of Hypothesis
- Unit-III:** **The Research Design-** Types of Research Designs: Exploratory, Descriptive, Experimental Designs and Case Study - Measurement of Variables- Operational Definitions and Scales-Nominal and Ordinal Scales Rating Scales- Ranking Scales-Reliability and Validity- Content Validity, Criterion Related Validity and Construct Validity.
- Unit-IV:** **Collection and Analysis of Data** -Sources of Data-Primary Sources of Data-Secondary Sources of Data - Data Collection Methods- Interviews: Structured Interviews and Unstructured Interviews-Face to face and Telephone Interviews- Observational Surveys- Questionnaire Construction: Organizing Questions-Structured and Unstructured Questionnaires – Guidelines for Construction of Questionnaires. Data Analysis: An overview of Descriptive, Associational and Inferential Statistical Measures.
- Unit-V:** **The Research Report-** -Components-The Title Page-Table of Contents-The Executive Summary-The Introductory Section-The Body of the Report-The Final Part of the Report-Acknowledgements – References-Appendix - Guidelines for Preparing a Good Research Report- Oral Presentation- Visual Aids-The Presenter-The Presentation and Handling Questions

Suggested Readings

1. Uma Sekaran, **Research Methods for Business–A Skill Building Approach**, John Wiley & Sons (Asia) Pvt. Ltd, Singapore, 2003.
2. William G. Zikmund, **Business Research Methods**, Thomson Business Information India Pvt. Limited, Bangalore, 2005.

References

1. Donald R Cooper and Pamela S Schindler, **Business Research Methods**, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2007
2. Wilkinson & Bhandarkar: **Methodology and Techniques of Social Science Research**, Himalaya Publishing House, 1996
3. C.R. Kothari, **Research Methodology – Methods & Techniques**, Vishwa Prakashan, New Delhi, 2003

MASTER OF COMMERCE- FOURTH SEMESTER
402 – INTERNATIONAL BUSINESS

(Common to M.Com and M.Com-Computer Applications - under CBCS)

Class Hours: 5 ppw

Credits: 5

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- Unit-I: Introduction:** International Business – Meaning – Different stages in International Business – Drivers for growth of International Business – Barriers and Problems – Theories of International Business – Modes of entry into International Business.
- Unit-II: International Business Environment:** Economic Environment – International Economic Reforms – Technological Environment – Socio-Cultural Environment – Political – Legal Environment – Recent Trends in International Business – Liberalization, Privatization, Marketization and Globalization.
- Unit-III: International Agencies, Agreements and Institutions:** Trade Blocks – GATT – GATS – WTO – Objectives, Functions and Organisation Structure – Objectives, Functions and Organizational Structure of IMF and World Bank – Impact of IMF and World Bank in Developing Countries.
- Unit-IV: Multi National Corporations (MNCs):** Definition and Concepts – Growth of MNCs – Advantages and Disadvantages to Home Countries and Host Countries – Organisation Structure of MNCs – Indian MNCs – Foreign Direct Investment – Recent Trends in FDI – FDI in India.
- Unit-V: International Business Management Operations:** International HR Strategies – Global Selection Process – Expatriates – training and Development – Compensation and Benefits – International Financial Management Strategies – Global Capital Structure – Foreign Exchange Markets – Convertibility – International risk Management – International Marketing Strategies – Globalization Markets and Demands, Pricing, Distribution and Promotion.

Suggested Readings

1. K Ashwathappa, **International Business**, Tata McGraw Hill Company Limited, New Delhi, 2006.
2. P Subba Rao, **International Business – Text & Cases**, Himalaya Publishing House, New Delhi, 2009.

References

1. Justin Paul, **International Business**, Prentice Hall of India Private Limited, New Delhi, 2008.
2. Manab Adhikary, **Global Business Management**, South -Western Cengage Learning, New Delhi, 2008.
3. Michael R Czinkota, Iikka A Ronakainen and Michael H Moffett, **International Business**, Cengage Learning, New Delhi, 2011.

403- MANAGEMENT INFORMATION SYSTEMS

(For M.Com-Computer Applications - under CBCS)

Class Hours: 5 ppw

Credits: 5

- Unit-I: Introduction:** Information System – Types –Major Roles Benefits, Functions of Management Information Systems, Components of Information Systems - Hardware-Software-Data Base -Solving Business Problems with Information System– Information Systems for Managerial Decision Support– Organisation of Information System-Implementing Business Change with IT
- Unit II: Organisations, Competitive advantage and synergies:** Executive Support Systems - Expert systems – Office Automation Systems –Organisations & Information Systems – Economic impacts – Organisational & Behavioural Impacts – Using Information Systems to achieve Competitive advantage – Porter’s Competitive forces model – The Value Chain and Strategic Information System – Enterprise Business Systems-CRM-ERP-SCM-Benefits and Challenges
- Unit III: Information Systems Planning:** Information Systems Planning Strategies – System Analysis & Design – Systems Development Life Cycles – Security & Ethical Issues of Information System.
- Unit IV: Applications of Information Systems to Functional Business Areas:** Decision Support Systems –Components- Management Reporting Alternatives- Operational Information Systems to Business – Financial Accounting System – General Ledger System – Account Receivable System – Accounts Payable, Inventory Control, Sales & Order Processing System, , Payroll System, Marketing Information System,
- Unit V: Enterprise and Global Management of Information** -Information Resource Management - Managing Information Technology-Information Technology Architecture-Organizing IT-Human Resource Management of IT-Issues in Managing International Data Communications-Global System Development.

Suggested Readings

1. James A O’Brien, George M Marakas and Ramesh Behl, **Management Information System**, 7th Edition McGraw-Hill Company Limited, New Delhi, 2009
2. T Robert Schultheis & Mary Sumner, **Management Information Systems – The Manager’s View**, Tata McGraw-hill Company Limited, New Delhi, 1991.

References:

1. C.S.V. Murthy, **Management Information Systems (Text and Applications)**, Himalaya Publishing House, New Delhi, 2009.
2. Kenneth C. Laudon & Jane P. Laudon, **Management Information Systems – Managing the Digital Firm**, Pearson Prentice Hall, Pearson Education, New Delhi, 2002.
3. Robert G. Murdick, Joel E. Ross & James R. Claggett, **Information Systems for Modern Management**, Prentice Hall, New Delhi, 1996.

MASTER OF COMMERCE- FOURTH SEMESTER
404- RELATIONAL DATABASE MANAGEMENT SYSTEMS

(For M.Com-Computer Applications - under CBCS)

Class Hours: 3 ppw

Credits: 5

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- Unit-I:** **Introduction:** Data Vs Information , Database and Database Users, Characteristics of the Database Approach, Implications of Database Approach, Advantages of using DBMS, Database System Concepts, Data Models, Schemas, and Instances. - DBMS Architecture and Data Independence. The Database System Environment, Classification of DBMS.
- Unit-II:** **Data Modeling Using the Entity-Relationship Model:** Entity types, Entity sets, attributes, and Keys, ER Model Concepts, Notation for ER Diagrams, Proper naming of Schema Constructs, Relationship types, degrees and cardinalities . Business Rules, Enhanced ER Model – Representing Super type Sub types, Representing Generalization and Specialization, Specifying constraints.
- Unit-III:** **The Relational Model:** Integrity constraints, Relational tables, transforming EER diagrams into relations, Functional Dependencies and Normalization for Relational Database: Functional Dependencies, Normal Forms Based on Primary Keys, General Definitions of Second and Third Normal Forms Based on Primary Keys, Boyce-Codd Normal Form, Denormalization Relational Algebra, File Organization techniques.
- Unit-IV:** **Relational Database Language:** Data definition in SQL, Queries in SQL, Insert, Delete and Update Statements in SQL, Views, joins in SQL, sorting and grouping in SQL, specifying indexes, Query optimization - strategies – Query decomposition.
- Unit-V:** **Transaction Processing Concepts:** Introduction, Transaction and System Concepts, Desirable properties of transaction, Schedules and Recoverability, Serializability of Schedules, Transaction Support in SQL, Locking Techniques for Concurrency Control, Concurrency Control based on time stamp ordering, Overview of distributed data bases – Overview of access control mechanism.

Suggested Readings

1. Jeffrey A Hoffer, Mary B. Prescott and Fred R McFadden, **Modem Database Management**, Pearson Education, New Delhi, 2010.
2. Abrahamsi. Silberschatz, Henry. F. Korth, S. Sudarshan, **Database System Concepts**, McGraw Hill, New Delhi, 2013.

References

1. Gerald V. Post, **Data Base Management Systems- Designing and Business Application**, Tata Mc Graw Hill Company Limited, New Delhi, 2002.
2. Bipin C Desai, **An Introduction to Database System**, Galgotia Publications Private Limited, New Delhi, 2010.
3. CJ Date, **An Introduction to Database Systems**, Pearson/Addison Wesley Publishers, New Delhi, 2004.

MASTER OF COMMERCE- FOURTH SEMESTER
404-LAB: RELATIONAL DATABASE MANAGEMENT SYSTEMS
(For M.Com-Computer Applications - under CBCS)

Lab: 2 PPW

One Period Lab means 2 hours of Lab Session

Lab – Students are required to undergo Lab Sessions with SQL.

1. The STUDENT DETAIL databases have a table with the following attributes.

STUDENT (regno: int, name: string, dob: date, marks: int)

- i) Create the above table.
- ii) Remove the existing attributes from the table.
- iii) Change the data type of regno from integer to string.
- iv) Add a new attribute phone number to the existing table.
- v) Enter five tuples into the table.
- vi) Display all the tuples of student table.

2. A LIBRARY database has a table with the following attributes.

LIBRARY (bookid:int, title:string, author:string, publication:string, yearpub:int, price:real)

- i) Create the above table. Enter five tuples into the table
- ii) Display all the tuples in student table.
- iii) Display the different publishers from the list.
- iv) Arrange the tuples in the alphabetical order of the book titles.
- v) List the details of all the books whose price ranges between Rs. 100 and Rs. 300

3. The SALARY database of an organization has a table with the following attributes.

EMPSALARY (empcode: int, empname: string, dob: date, department: string, salary:real)

- i) Create the above table. Enter five tuples into the table
- ii) Display all the number of employees working in each department.
- iii) Find the sum of the salaries of all employees.
- iv) Find the sum and average of the salaries of employees of a particular department.
- v) Find the least and highest salaries that an employee draws.

4. Consider the insurance database given below.

PERSON (driver-id-no: string, name: string, address: string)

CAR (regno: string, model: string, year: int)

ACCIDENT (report-no: int, date: date, location: String)

OWNS (driver-id-no: string, regno: string)

PARTICIPATED (driver-id-no: string, regno: string, report-no: int, damage-amount: int)

- i) Create the above tables by properly specifying the primary keys and the foreign keys. Enter at least five tuples for each relation.
- ii) Demonstrate how you
 - a) Update the damage amount for the car with a specific regno in the accident with Report no 12 to 25000.
 - b) Add a new accident to the database.
- iii) Find total number of people who owned cars that were involved in accidents in 2012
- iv) Find the number of accidents in which cars belonging to a specific model were involved

5. Consider the following database of students enrollment in courses and books adopted for each course.
 STUDENT (regno: string, name: string, major: string, bdate: date)
 COURSE (course-no: int cname: string, dept: string)
 ENROLL (reg-no: string, course-no: int, sem: int, marks: int)
 BOOK-ADOPTION (course-no: int, sem: int, book-isbn: int)
 TEXT (book-isbn: int, book-title: string, publisher: string, author: string)
- Create the above tables by properly specifying the primary keys and the foreign keys, Enter atleast five tuples for each relation.
 - Demonstrate how you add a new text book to the database and make this book be adopted by some department.
 - Produce a list of text books (include Course-no, book-isbn, book-title) in the alphabetical order for Courses offered by the 'Computer Science' department that use more than two books.
 - List any department that has all its adopted books published by a specific publisher.
6. The following tables are maintained by a book dealer
 AUTHOR (author-id: int, name: string, city: string, country: string)
 PUBLISHER (publisher-id: int name: string, city: string, country: string)
 CATLOG (book-id: int, title : string, author-id: int, publisher-id: int, category: int, year: int, price: int)
 CATEGORY (category-id: int, description: string)
 ORDER-DETAILS (order-no: int, book-id: int, quantity: int)
- Create above tables by properly specifying the primary keys and the foreign keys. Enter atleast five tuples for each relation.
 - Give the details of the authors who have 2 or more books in the catalog and the price of the books is greater than the average price of the books in the catalog and the year of publication is after 2010.
 - Find the author of the book which has maximum sales.
 - Demonstrate how to increase price of books published by specific publisher by 10%
7. Consider the following database for BANK.
 BRANCH (branch-name: string, branch-city: string, assets: real)
 ACCOUNT (accno: int, branch-name: string, balance: real)
 DEPOSITOR (customer-name: string, accno: int)
 CUSTOMER (customer-name: string, customer-street: string, customer-city: string)
 LOAN (loan-no: int, branch-name: string, amount: real)
 BORROWER (customer-name: string, loan-no: int)
- Create the above tables by properly specifying the primary keys and foreign keys. Enter at least five tuples for each relation.
 - Find all the customers who have at least two accounts at the main branch.
 - Find all customers who have an account at all the branches located in a specific city.
 - Demonstrate how to delete all account tuples at every branch located in specific city.
8. Consider the following database for ORDER PROCEESING.
 CUSTOMER (cust-no: int, cname: string, city: string)
 ORDER (orderno: int, odate: date, ord-amt: real)
 ORDER_ITEM (orderno: int, itemno:int, qty: int)
 ITEM (itemno: int, unit price: real)
 SHIPMENT (orderno: int, warehouseno: int, ship-date: date)
 WAREHOUSE (warehouseno: int, city: string)
- Create the above tables by properly specifying the primary keys and the foreign keys. Enter at least five tuples for each relation.
 - List the order number and ship date for all orders shipped from particular warehouse.
 - Produce a listing: customer name, no of orders, average order amount.
 - List the orders that were not shipped within 30 days of ordering.

405 – DATA ANALYSIS WITH SPSS

(For M.Com-Computer Applications - under CBCS)

Class Hours: 3 ppw

Credits: 5

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- Unit-I:** **SPSS Window Processes:** Menu Bar – File Menu, Edit Menu, View Menu, Data Menu, Transform Menu, Analyze Menu, Graphs Menu, Utilities Menu, Add-ons Menu, Window Menu and Help Menu – **Creating and Editing a Data File:** Structure of Data View and Variable View – Name, Type, Width, Decimals, Label, Values, Missing, Columns, Align, Measure and Role - **Managing Data:** Dropping and Adding Variables – Listing Cases – Replacing Cases - Missing Cases — Computing New Variables – Recoding Variables – Selecting Cases – Sorting Cases and Merging and Importing Files.
- Unit-II:** **Constructing Variables** – Recoding Existing Variables – Computing the Variables - **Univariate Analysis:** Descriptive Statistics – Frequencies: Listing, summarizing and Sorting Cases – Mean, Media, Mode, Variance and Standard Deviation, Skewness, Maximum, Minimum, Range, Sum and Standard Error - **Creating and Editing Graphs and Charts:** Bar, 3-D Bar, Line, Area, Pie, Box-plot, Scatter Dot and Histogram.
- Unit-III:** **Bi-variate Analysis:** Hypothesis and Significance Tests – Concept of p value - Significance Levels – Relationships between Two Variables – Cross Tabulations – Bar Charts – Correlation – Simple Linear Regression - Scatter plots – **Comparing Means through Bi-variate Analysis:** One-way Analysis of Variance – **t-tests** – Independent Sample t-test – Paired Sample t-test
- Unit-IV:** **Non-parametric Procedures:** Two Independent Sample Tests: Mann-Whitney U-test – Two related Samples Test: Wilcoxon Test, Sign Test – The Runs Test – One-sample Test: Kolmogorov-Smirnov Test – One-Sample Chi-Square Test – Test for Several Related Samples: Friedman One-way ANOVA - K-Sample Median Test.
- Unit-V:** **Multivariate Analysis:** Factor Analysis – Opening Dialog Window – Descriptive Window – Kaiser-Meyer – Olkin(KMO) Measure of Sampling Adequacy – Bartlett’s Test of Sphericity – Extraction of Factors – Principle Component Analysis – Communalities – Total Variance Explained – Eigen Values – Scree Plot –Component Transformation Matrix - Rotated Component Matrix– Interpretation of Output.

Suggested Readings

1. Darren George and Paul Mallery, **SPSS for Windows Step by Step – A Simple Guide and Reference**, 7th Edition, Pearson Education, New Delhi, 2007
2. Sabine Landau and Brian S Everitt, **A Handbook of Statistical Analyses using SPSS**, Chapman & Hall/CRC, Washington DC, 2014 - (for e-book: http://www.academia.dk/BiologiskAntropologi/Epidemiology/PDF/SPSS_Statistical_Analyses_using_SPSS.pdf)

References

1. Stephen Sweet and Karen Grace-Martin, **Data Analysis with SPSS – A First Course in Applied Statistics**, Newyork, 2010.
2. Arthur Griffith, **SPSS for Dummies**, Wiley Publishing, Hoboken, New Jersey, 2007.
3. Robert B Burns and Richard A Burns, **Business Research Methods and Statistics using SPSS**, Sage Publications, New Delhi, 2008.

405: DATA ANALYSIS WITH SPSS
(For M.Com-Computer Applications - under CBCS)

Lab: 2 PPW
One Period Lab means 2 hours of Lab Session

Lab – Students are required to undergo Lab Sessions with SPSS Software

1. Exercise on Understanding SPSS menus
2. Exercise on Understanding Structure of Data and Variable View
3. Exercise on Creating and Editing a Data File
4. Exercise on Adding and Dropping Variables
5. Exercise on Recoding Variables
6. Exercise on Sorting Cases
7. Exercise on Merging Files is
8. Exercise on Importing Files
9. Exercise on Computing Variable
10. Exercise on Computation of Mean, Median and Mode
11. Exercise on Computation of Standard Deviation, Variance and Skewness
12. Exercise on Computation of Range, Sum, Minimum and Maximum
13. Exercise on Creating Bar and Line Diagrams
14. Exercise on Creating Histogram, Pie-Chart and Area Chart
15. Exercise on Cross Tabulations
16. Exercise on Computing Correlation
17. Exercise on Computing Linear Regression
18. Exercise on Comparing Means
19. Exercise on One-way Analysis of Variance
20. Exercise on Computation of Independent Sample t-test
21. Exercise on Computation of Paired t-test
22. Exercise on Mann-Whitney U-test
23. Exercise on Wilcoxon Test
24. Exercise on Sign Test
25. Exercise on Runs Test
26. Exercise on Kolmogorov-Smirnov Test
27. Exercise on One-Sample Chi-Square Test
28. Exercise on Friedman One-way ANOVA
29. Exercise on K-Sample Median Test
30. Exercise on Factor Analysis
31. Exercise on Interpretation of Output of Factor Analysis
