

ELECTRONIC MEDIA & OTHER DIGITAL COMPONENTS IN THE CURRICULUM OF **M.B.A**
OFFERED BY DDE,B.U

MBAE 3810:

DECISION SUPPORT SYSTEM (DSS)

UNIT-I: Managerial Decision Making and Information Systems: Requirement for Decision Support for Decision Making and other Executive Work, Human Decision Making Heuristics and Bounded Rationality, Types of Decision Support Systems.

UNIT-II: Decision Support Systems: Introduction and Overview, From Human Decision making to DSS, DSS Architecture, Decision Modeling and Analysis, Decision Support Developments, Executive Information Systems, Data Warehousing, Access, Analysis, Mining and Visualisation.

UNIT-III: Group Decision Support Systems: Goals of Group Decision Support Systems, Group versus Individual Activities, Types of Group DSS, Negotiation Support Systems.

UNIT-IV: Intelligent Decision Support Systems: Knowledge-based Decision Support Systems, Knowledge Acquisition and Validation, Knowledge Representation, Inference Techniques.

UNIT-V: Decision Making Under Uncertainty: Introduction and Overview, Understanding Risk in Making Decisions, Managerial Risk Taking and Organisational Decision Making, Modeling Uncertainty.

MBAE 3811:

SYSTEM ANALYSIS & DESIGN (SAD)

UNIT-I: Overview of Systems Analysis and Design; Software applications today- the changing scenarios Introduction to different methodologies and Structured System Analysis-Problem identification- requirement analysis: tools and techniques-feasibility analysis- Operational, Technical and Economic Feasibility--details of SDLC approach.

UNIT-II: Business Systems Concept; Systems Development Life Cycle: Project Selection: Feasibility Study. Tools for Analysis and Design of Business Systems; Methodologies Available; Need for Structured Techniques; Structured Techniques Available. System Requirement Specification and Analysis.

UNIT-III: Data Flow Diagrams; Data Dictionaries; Process Organisation and Intersections; Decision Analysis; Decision Trees and Tables; Expansion, Explosion and Normalization, Detailed Design; Modulation; Module Specification; File Design; Data Base Design. System Control and Quality Assurance; Documentation Tools; Testing Techniques Available.

UNIT-V: System Controls and Audit Trails; System Administration and Training. Conversion and Operations Plan. Hardware and Software Selection; Hardware Acquisition.

UNIT-VI: Benchmarking, Vendor Selection, Operating System Selection, Language Processors, Performance and Acceptance Testing Criteria. Managing Data Processing in an Organisation; Data Processing Setup; Project Management Techniques for Managing Software Projects.

MBAE 4806:

DATA BASE MANAGEMENT SYSTEM (DBMS)

Unit- I: Data Processing Concepts – Data Structures – File Processing and Access Methods – Taxonomy of Data Management Systems.

Unit-II: Various Data Base Management Models – Distributed Data Processing Systems – Data Normalization and Logical Design.

Unit-III: Managerial Issues Related to Data Base Management – Database Architecture and Data Modelling – E-R Model and E-R Diagram – Normalization Techniques.

Unit-IV: Database Security – Data Integrity – Transaction Management and Concurrency Control – Back Up and Recovery.

Unit-V: Database Technologies – Database Applications – Introduction to RDBMS

MBAE 4809:

E-BUSINESS (EB)

UNIT-I: E-Business: Introduction, Background and Current Status - Architecture - Enabling Technologies - EBusiness Infrastructure.

UNIT-II: E-Business Design, Capacity Planning, Performance Modeling.

UNIT-III: E-Business Models, e-Marketing, e-CRM, e-SCM, e-Procurement.

UNIT-IV: E-Business Security/Payment Services.

UNIT-V: ERP, E-Business Backbone, E-Business Strategy into Action, Challenges, E-Transition and Summary.