



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## MBA- ENGINEERING MANAGEMENT-Semester III (20-22)

### MBAI301C ADVANCED HUMAN VALUES AND PROFESSIONAL ETHICS

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI301C	Advanced Human Values and Professional Ethics	60	20	20	-	-	4	-	-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

#### Course Objective

The objective of the course is to disseminate the theory and practice of moral code of conduct and familiarize the students with the concepts of “right” and “good” in individual, social and professional context

#### Examination Scheme

The internal assessment of the students’ performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

#### Course Outcomes

1. Help the students to understand right conduct in life.
2. To equip students with understanding of the ethical philosophies, principles, models that directly and indirectly affect personal and professional life.

### COURSE CONTENT

#### **Unit I: Inculcating Values at Workplace**

1. Values: Concept, Sources, Essence
2. Classification of Values.
3. Values in Indian Culture and Management: Four False Views, Value Tree
4. Eastern and Western Values; Values for Global Managers

#### **Unit II: Professional Ethics**



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1. Ethics: Concept, Five P's of Ethical Power, Organisational Tools to Cultivate Ethics
2. Theories of Ethics: Teleological and Deontological
3. Benefits of Managing Ethics in an Organisation
4. Ethical Leadership

## Unit III: Indian Ethos and Management Style

1. Indian Ethos and Workplace
2. Emerging Managerial Practices
3. Ethical Considerations in Decision Making and Indian Management Model
4. Core Strategies in Indian Wisdom and Ethical Constraints

## Unit IV: Human Behavior – Indian Thoughts

1. Guna Theory
2. Sanskara Theory
3. Nishkama Karma
4. Yoga: Types, Gains; Stress and Yoga

## Unit V: Spirituality and Corporate World

1. Spirituality: Concept, Paths to Spirituality
2. Instruments to achieve spirituality
3. Vedantic Approach to Spiritual and Ethical Development
4. Indian Spiritual Tradition.

## Suggested Readings

1. Kausahl, Shyam L. (2006). *Business Ethics – Concepts, Crisis and Solutions*. New Delhi: Deep and Deep Publications Pvt. Limited
2. Murthy, C.S.V. (2012). *Business Ethics –Text and Cases*. Himalaya Publishing House: Mumbai
3. Chakraborty, S. K. (1999). *Values and Ethics for Organizations*. Oxford university press
4. D.Senthil Kumar and A. SenthilRajan (2008). *Business Ethics and Values*. Himalaya Publishing House: Mumbai



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## MBAI302C PROJECT MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment				
MBAI302C	Project Management	60	20	20	-	-	4		-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objectives

The course is intended to develop the knowledge of the students in the management of projects. It is aimed at imparting knowledge on managing entire life cycle of a project – from conceptualization to commissioning.

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

### Course Outcomes

1. Understanding of various phases in a project life cycle.
2. Ability to establish feasibility of a project and various methods of project financing
3. Learn to organize and coordinate with different functions for successful project implementation
4. Develop ability to monitor and control projects and risk involved.

### **COURSE CONTENT**

#### **Unit I: Concept of Project**

1. Overview, key concepts, classification, characteristics of project
2. Project life cycle and its phases
3. Project Feasibility: Project Identification, Market and Demand Analysis, Technical analysis and technology selection

#### **Unit II: Project Feasibility and Investment Evaluation**

1. Project Cost Estimate



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2. Project Appraisal: Time Value of Money, Project Cash Flows, Payback Period, Cost of Capital, Project Rate of Return, Social Cost Benefit Analysis
3. Sources of financing
4. Optimum capital structure.
5. Investment decision rule

## Unit III: Project Implementation

1. Project Planning and scheduling
2. Network analysis, construction of networks
3. Time-cost trade-off and crashing of projects
4. Resource allocation using network analysis, resource leveling
5. Project contracting: Contract pricing, Contract types

## Unit IV: Human Aspects of Project Management

1. Project organization
2. Project Leadership: Motivation in Project Management, Communication in Project Environment, Conflict in Project Management
3. UNIDO approach
4. Shadow pricing of resource

## Unit V: Project Review and Administrative Aspects

1. Project monitoring
2. Project cost control
3. Abandonment analysis
4. Computer based project management
5. PMIS
6. Project Audit and Termination

## Suggested Readings

1. Chandra, Prasanna (2011). *Project Planning: Analysis, Selection, Implementation and Review*. New Delhi; Tata McGraw Hill.
2. Choudhury S. (2017), *Project Management*. Chennai; McGraw Hill Education (I) Pvt. Ltd.
3. Singh, Narendra (2003). *Project Management and Control*. New Delhi; Himalaya Publishing House.
4. Nicholas, John M. (2008). *Project Management for Business and Technology: Principles and Practice*. Pearson Publication.
5. Gray & Larson (2010). *Project Management: The Managerial Process*. New Delhi; TMH
6. Pinto (2010). *Project Management: Achieving Competitive Advantage*. New Jersey; Pearson.
7. Abrol, Sunil (2010). *Cases in Project Management*. New Delhi; Excel Books
8. Maylor (2010). *Project Management*. New Jersey; Pearson.



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## List of Electives (Engineering Management)

### Semester – III

- MBAIEM306 Service Marketing
- MBAIEO303 Total Quality Management
- MBAIEO306 Business Process Reengineering
- MEME303 Intellectual Property Right
- MEME304 Creativity and Innovation
- MBAIES303 E-Business

### Semester-IV

- MEME403 Energy Management
- MBAIEO407 Industrial Engineering
- MBAIEO405 Product Innovation And Planning
- MEME404 Infrastructure Management
- MBAIEO406 Total Productive Maintenance
- MBAIEO408 Strategic Technology Management



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## MBAIEM306 SERVICE MARKETING

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME										
		THEORY				PRACTICAL			L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*						
MBAIE M306	Service Marketing	60	20	20	-	-	4	-	-	4		

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objective

The objective of the course are to expose students to the nature of retail and service markets and develop abilities to help them apply marketing concepts in these markets.

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

### Course Outcomes

1. Familiarize the students with services decision problems, ascertain alternatives, define crucial issues, analyze, make decisions and plan the implementation of these decisions.
2. Provide understanding of those aspects of marketing that are of particular relevance to service producing organizations

## COURSE CONTENT

### **Unit I: Introduction**

1. Services: Service Sector and Economic Growth, Service Concept
2. Characteristics and Classification of Service
3. Challenges and Strategic Issues in Service Marketing
4. Segmentation, Differentiation and Positioning of Services

### **Unit II: Marketing Mix in Services Marketing**

1. Marketing Mix in Services Marketing
2. Product & Price
3. Place, Promotion & People



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## 4. Physical Evidences and Process Decisions

### Unit III: Designing a Service Strategy

1. Designing a Service Strategy
2. Service Management Process
3. Internal, External and Interactive marketing strategies
4. Challenge of Service Distribution
5. Physical Channels – Franchisee

### Unit IV: Managing Service quality and Productivity

1. Managing Service quality and Productivity: Concept, Dimensions and process
2. Service quality models (Gronnos and Parsuraman)
3. Application and Limitations, Productivity in Services
4. Challenge of Service communication
5. Service Advertising Strategies—Transformational Advertising

### Unit V: Applications of Service Marketing

1. Applications of Service Marketing
2. Marketing of Financial, Hospitality, Health, Educational and Professional Services
3. Marketing for Non-Profit Organizations and NGO's
4. Measures of Service Quality Dimensions of Service Quality

### Suggested Readings

1. Zeithmal, Bitner (2006). *Service Marketing (SIE)*. New Delhi: TataMcgraw Hill.
2. Hoffman, K.D (2008). *Marketing of Service*. Boston: Cengage Learning.
3. Cullen, Peter (2008). *Retailing: Environment & operation*. Boston : Cengage Learning.
4. Sivakumar, A(2007). *Retail Marketing*. New Delhi: Excel Books.
5. C Bhattacharya C & Shanker Ravi, *Services Marketing(2009)*. New Delhi: Excel Books.
6. Nargundkar, Rajendra(2006) .*Services Marketing*. New Delhi: Tata Mcgraw Hill.
7. Clow ,Kenneth E( 2003). *Services Marketing: Operation, Management and Strategy*. India: Wiley.
8. Apte, Govind(2004). *Services Marketing*. USA: Oxford Press.
9. Jauhari, Vinnie(2009). *Services: Marketing, Operations, and Management*. New Delhi: Oxford Press.



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## MBAIEO303 TOTAL QUALITY MANAGEMENT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment	END SEM University Exam	Teachers Assessment				
MBAIE O303	Total Quality Management (TQM)	60	20	20	-	-	4	-	-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objectives

The objective of this course is to help students to understand the basics of TQM its uses and its application in present business scenario. Other objective of this course is to acquaint the students with the conceptualization of Total Quality (TQ) from design assurance to processes assurance to service assurance

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

### Course Outcomes

1. Equip students with selection and applying appropriate techniques in identifying customer needs, as well as the quality impact that will be used as inputs in TQM methodologies.
2. Familiarize the students with the measurement of cost of poor quality and process effectiveness and efficiency to track performance quality and to identify areas for improvement.

## COURSE CONTENT

### **Unit I : Introduction to TQM**

1. Meaning of the terms quality
2. Quality control and quality assurance
3. Importance of quality
4. Quality dimensions of products and services
5. Quality and competitive advantage
6. Cost of quality
7. TQM, Evolution of TQM, Basic principles of TQM





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8. TQM VS Traditional management
9. Advantages of TQM

## Unit II: Philosophical Framework to TQM

1. Contribution of various gurus of TQM
2. Deming-Deming's chain reaction, Deming's principles, deadly sins
3. PDCA cycle
4. Juran's Quality Trilogy, Juran's Breakthrough Sequence
5. Philips Crosby- Quality is free
6. Taguchi's Quality loss function
7. Ishikawa's contributions and Quality Circles

## Unit III: Benchmarking

1. Definition, reasons for benchmarking, types of benchmarking
2. Process of benchmarking
3. What to benchmark, understanding current performance, planning, studying others, using findings
4. Xerox model of benchmarking
5. Advantages and pitfalls of benchmarking
6. Concept of Kaizen and its applications

## Unit IV: Quality Management Systems

1. Quality Management Systems(QMS): Introduction, Definition of QMS
2. ISO 9000
3. ISO 14000
4. Six Sigma - Historical developments, statistical framework for six sigma
5. DPU and DPMO concepts
6. DMAIC methodology
7. Six sigma and TQM

## Unit V: Quality Control and Quality Awards

1. Quality Control tools: Introduction, 7 tools of quality control
2. Poka-yoke
3. Quality Function Deployment
4. Quality Awards : Introduction, Need for Quality Awards
5. Deming Prize and its features
6. Golden peacock award
7. Rajiv Gandhi National Quality Award

## Suggested Readings

1. Mukherjee, P.N. (2006). *Total Quality Management*. New Delhi; PHI learning Pvt Ltd.
2. Janakiraman, B&Gopal R.K. (2006). *Total Quality Management:Text and case* New Delhi; PHI learning PVT Ltd.



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3. Mandal , S.K. (2009). *Total Quality Management*. New Delhi; Vikas Publishing House PVT Ltd.
4. Evans ,James. R. (2016). *Quality Management*. Boston; Cengage learning.



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## MBAIEO306 BUSINESS PROCESS REENGINEERING

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment <sup>†*</sup>	END SEM University Exam	Teachers Assessment <sup>†*</sup>				
MBAIEO306	Business Process Reengineering	60	20	20	-	-	4	-	-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objective

The objectives of this course are to acquaint the student with understanding process orientation in business management and develop skills and abilities in re-engineering and business process for optimum performance.

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

### Course Outcomes

1. Equip student with understanding process orientation in business management and develop skills and abilities in re-engineering.
2. Familiarize the students with business process for optimum performance.

## COURSE CONTENT

### **UNIT I: Introduction to BPR**

1. Concept
2. Philosophy of BPR
3. Fundamental tenets of BPR
4. Benefits & pitfalls of BPR
5. Drivers to BPR

### **UNIT II: Process reengineering framework**

1. Process reengineering framework
2. Opportunity assessment
3. planning the process reengineering project



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## **UNIT III: Process analysis and design**

1. Organizing for process reengineering
2. Process analysis
3. Process design
4. Planning and implementing the transition: Planning the transition, implementing the transition, tracking and measuring process performance.

## **UNIT IV: Tools and techniques used in BPR**

1. Case tools
2. Work flow systems, imaging technology
3. Floware, Business design facility tools
4. Change management tools

## **UNIT V: Risk and impact measurement**

1. Risk and impact measurement

## **Suggested Readings**

1. Lon, Roberts (2009). *Process Re-engineering: The Key to Achieving Breakthrough Success*. New Delhi; Tata McGraw Hill.
2. Johanson, Henry&Palrik&MchineA.John (2010). *Business Process Reengineering: Breakpoint Strategies for Market Dominance*.Chichester; John Wiley & Sons.



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## MEME303 INTELLECTUAL PROPERTY RIGHT

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME									
		THEORY			PRACTICAL			L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
MEME303	Intellectual Property Right	60	20	20	-	-	4	-	-	4	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objectives

The course is designed to introduce fundamental aspects of Intellectual property Rights to students who are going to play a major role in development and management of innovative projects in industries

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

### Course Outcomes

1. Equip students with the crucial role of IP in organizations of different industrial sectors for the purposes of product and technology development
2. Familiarize the students with different types of Intellectual Properties (IPs), the right of ownership, scope of protection as well as the ways to create and to extract value from IP

## COURSE CONTENT

### **Unit I: Introduction**

1. Need for intellectual property right (IPR) in India
2. Some important examples of IPR
3. Different types of Intellectual Properties (IPs)

### **Unit II: Patents**

1. Macro economic impact of the patent system Patent and kind of inventions protected by a patent
2. Patent document
3. How to protect your inventions
4. Granting of patent



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5. Rights of a patent
6. Need of protect inventions by patents

## Unit III: Copyright

1. Definition, Latest editions of Designs Act
2. Copyright Act
3. What is covered by copyright
4. How long does copyright last
5. Why protect copyright, related rights
6. Distinction between related rights and copyright, Rights covered by copyright

## Unit IV: Trademark

1. Rights of trademark
2. Signs used as trademarks
3. Types of trademark function
4. Trademark protection
5. Trademark registration
6. How long is a registered trademark protected
7. How extensive is trademark protection

## Unit V: Industrial Designs

1. Industrial designs protection,
2. Kind of protection is provided by industrial designs
3. How long does the protection last
4. Why protect industrial designs.

## Suggested Readings

1. Parulekar,A. Souza,Sarita D (2006).*Indian Patents Law – Legal & Business Implications*;Macmillan India ltd.
2. WadehraB.L(2000).*Law Relating to Patents, Trade Marks, Copyright, Designs & Geographical Indications*.New Delhi; Universal law Publishing Pvt. Ltd.
3. Narayanan, P(2010).*Law of Copyright and Industrial Designs*. Delhi; Eastern law House.



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## MEME304 CREATIVITY AND INNOVATION

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MEME304	Creativity And Innovation	60	20	20	-	-	4	-	-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objective

Assess creative development and prescribe a plan of action to enhance the ability to think more creatively and foster innovation.

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

### Course Outcomes

1. Familiarize the students with difference between the creative person, process, product and environment.
2. Equip students with the key aspects of the innovative process.
3. Understand the process involved in managing creativity or innovation effectively and apply this knowledge to your own creative idea or innovation.

## COURSE CONTENT

### Unit I: Understanding the Innovative Mindset

1. Describe the Concept of Innovative Thinking
2. Differentiate between Creativity and Innovation
3. Explain the Challenges of Managing Innovative Individuals

### Unit II: Corporate Innovation

1. The Process of Corporate Innovation
2. Identify the Obstacles to Corporate Innovation



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3. Identify the critical elements of corporate innovation as a strategy
4. Explore how corporate innovation is sustained

### **Unit III: Understand Misconceptions about Creativity**

1. Identify the three elements of creativity
2. Explain the four phases of the creative process.
3. Myths about Creativity and Innovation.

### **Unit IV: Managerial Skills for the Innovation Process**

1. Describe methods for enhancing innovation in the workplace
2. Explore the approaches to innovation and sources of opportunities to innovate
3. Explain how opportunities are converted into innovation

### **Unit V: Innovation Plan**

1. Define the innovation plan
2. Describe the steps in innovation action planning
3. Describe the role of managers and the organization in sustaining the innovation strategy
4. Human Resource Management in Corporate Innovation.
5. Activity Based Innovation Planning

### **Suggested Readings**

1. Kuratko, D., and Goldsby, F. (2012) *Innovation Acceleration: Transforming Organizational Thinking*. New Jersey; Prentice Hall.
2. Mauzy, J., Harriman, R. (2003). *Creativity, Inc.: Building an Inventive Organization*. Massachusetts; Harvard Business School Press.





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## MBAIES303 E-BUSINESS

SUBJECT CODE	SUBJECT NAME	TEACHING & EVALUATION SCHEME								
		THEORY			PRACTICAL		L	T	P	CREDITS
		END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAIES 303	E-BUSINESS	60	20	20	-	-	4	-	-	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

### Course Objectives

The objective of this course is to help students to understand the basics of E-Business, its uses and its application in present business scenario.

### Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

### Course Outcomes

1. Students to understand the basics of E-Business.
2. Students to understand the various models of E-Business, there uses in present business scenario.

## COURSE CONTENT

### **Unit I: Introduction to e-Business**

1. Concept and Framework of e-Business
2. e-Business application
3. e-Business Technology and Infrastructure

### **Unit II: e-Business Models**

1. Elements of Business Models
2. B2B Model
3. B2C Model

### **Unit III: Payment Systems**



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1. Types of e-Payment
2. Digital Token Based e-Payment
3. Smart Card and Credit Card Payment System
4. Risk on e-Payment
5. Designing e-Payment

### Unit IV: Inter-organization Business

1. EDI application in Business
2. EDI: Legal, Security and Standardization
3. EDI software implementation
4. Value Added Network and Internet Based EDI

### Unit V: Online Marketing Concepts and Future of e-Business

1. Online Marketing Process
2. Marketing Communication
3. Marketing Tools
4. Virtual Factory
5. Portal and Vortal Concepts
6. Search Engine Optimization

### Suggested Readings

1. Kalakotta, R., Whinston B.(2009). *Frontiers of E-Commerce*. New Delhi; Pearson Education
2. Kalakotta R., Robinson, M. (2009). *E-Business: Roadmap for Success*. New Delhi; Pearson Education
3. Laudon, Traver (2009).*E-commerce: Business Technology Society*. 4, New Delhi; Pearson Education
4. Schneider (2008). *E-Commerce Strategy Technology and Implementation*. 1, India; Cengage Learning India
5. Rayudu, C. S. (2007).*e-Business*.New Delhi; Himalaya Publishing House.