


JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

(Established by Govt. of A.P., ACT No.30 of 2008)

ANANTHAPURAMU – 515 002 (A.P) INDIA
MASTER OF BUSINESS ADMINISTRATION
MBA; MBA (General Management); MBA (Business Management)
COMMON COURSE STRUCTURE & SYLLABI

Course Code	Specialization Elective- I	L	T	P	C
21E00303d	Mobile Commerce	4	0	0	4
Semester		III			
Course Objectives:					
<ul style="list-style-type: none"> To define and describe M-commerce concepts, systems, advanced technology devices in M-Commerce. To infuse knowledge on transactional data base accesses, techniques to facilitate information exchange and different mobile based approaches. To improve critical analytical skills with examples and cases of M-commerce systems To describe and discuss some of the applications in M-commerce. To explain mobile banking, strategies for assessment of quality of perception and services for mobile commerce. 					
Course Outcomes (CO): Student will be able to					
<ul style="list-style-type: none"> Understand M-Commerce concept, systems and advanced technology devices. Gain knowledge on transactional data base accesses, techniques to facilitate. Analyse critically M-commerce system cases and applications. Learn configuring M-commerce portals, multimedia messaging peer mobile financial services. Apply and use mobile commerce technology with advanced systems in various areas. 					
UNIT – I		Lecture Hrs: 8			
Current Status and Future Trends in Mobile Commerce, Technology Issues in Mobile Commerce, Mobile Commerce Systems, Mobile Ecommerce on Mobile Phones, Technologically advanced handheld devices, like Smart phones PDAs, Laptops, Tablets and Portable gaming consoles etc					
UNIT – II		Lecture Hrs: 12			
Transactional Database Accesses for M-Commerce Clients, Techniques to facilitate Information Exchange in Mobile Commerce, Information System and Application Issues in Mobile Commerce, The emergence of Location based Mobile Commerce, The need for Mobile based Approaches					
UNIT - III		Lecture Hrs:12			
Managing the Interactions Between Handheld Devices Mobile Applications and Users, Mobile Commerce and Usability, a Landscape Analysis,					
UNIT – IV		Lecture Hrs:12			
: Mobile marketing, mobile ticketing, mobile computing, mobile payments and mobile banking are discussed vis-a-vis latest technologies, like wireless and mobile communication technology, digital cellular technology, mobile access technology and 4G and 5G systems					
UNIT – V		Lecture Hrs:12			
Configuring M-Commerce Portals for Business Success, Knowledge Management in a Mobile Computing Context, Multimedia Messaging Peer Mobile Financial Services, Mobile Banking – A Strategic Assessment, Service for Mobile Commerce Applications, Quality of Perception in M Commerce					
Textbooks:					
1. Advances in Mobile Commerce Technologies, EE-Peng Lim, Keng Siau, Idea Group of Publishing					
Reference Books:					
<ul style="list-style-type: none"> Mobile Commerce Applications, Shi, Nansi, Idea Group of Publishing Mobile Commerce, Karabi Bandyopadhyay, PHI 					
Online Learning Resources:					
https://www.tutorialspoint.com/human-resource-management NPTEL :: Management - NOC:Principles of Human Resource Management					