

## 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

<ul> <li>To de ine and describe M-commerce concepts, system Commerce.</li> <li>To infuse knowledge on transactional data base access exchange and different mobile based approaches.</li> <li>To improve critical analytical skills with examples an</li> <li>To describe and discuss some of the applications in To explain mobile banking, strategies for assessment mobile commerce.</li> <li>Course Outcomes (CO): Student will be able to</li> <li>Understand M-Commerce concept, systems and advate Gain knowledge on transactional data base accesses,</li> <li>Analyse critically M-commerce system cases and apple Learn configuring M-commerce portals, multimedia</li> <li>Apply and use mobile commerce technology with advectional data base accesses, Mobile Commerce, Tech Commerce, Mobile Commerce Systems, Mobile Ecommerce</li> </ul>	ses, techniques to facilitate information nd cases of M-commerce systems M-commerce. of quality of perception and service nced technology devices. techniques to facilitate. plications. messaging peer mobile financial service vanced systems in various areas. Lecture Hrs: 8 nology Issues in Mobile rce on Mobile Phones, Technolog	tion s for vices
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consoles etc UNIT – II	· · ·	ing
UNIT – II	Lecture Hrs: 1	
		2
Exchange in Mobile Commerce, Information System and Ap The emergence of Location based Mobile Commerce, The h	eed for Mobile based Approaches	
UNIT - III	Lecture Hrs:12	
Managing the Interactions Between Handheld Devices M Commerce and Usability, a Landscape Analysis,	Toble Applications and Users, M	0011
UNIT – IV	Lecture Hrs:12	2
: Mobile marketing, mobile ticketing, mobile computing, mo		
discussed vis-a-vis latest technologies, like wireless and mol	oile communication technology, dig	ital
cellular technology, mobile access technology and 4G and 5	G systems	
UNIT – V	Cecture Hrs:12	2
Configuring M-Commerce Portals for Business Success, Kno		
Computing Context, Multimedia Messaging Peer Mobile Fina		r
Strategic Assessment, Service for Mobile Commerce Applica	tions, Quality of Perception in M	
Commerce		
Textbooks: 1. Advances in Mobile Commerce Technologies, EE-	Dang Lim Kang Siau Ling Court	f
Publishing	Peng Lim, Keng Siau, Idea Group o	Ι
Reference Books:		
Mobile Commerce Applications, Shi, Nansi, Idea Gr	roup of Publishing	
Mobile Commerce, Karabi Bandyopadhyay, PHI		
Online Learning Resources:		
https://www.tutorialspoint.com/human-resource-management	t	
NPTEL :: Management - NOC:Principles of Human Resource		