

4 MBA (SOFTWARE ENTERPRISE MANAGEMENT)

MBA (Software Enterprise Management) is conceived, designed and structured as a Two Year Full Time Programme to address the specific needs of the Software Industry in India and globally for Software Management Professionals.

The programme is approved by AICTE, New Delhi and affiliated with Guru Gobind Singh Indraprastha University, Delhi. The programme focuses on preparing specialized professionals for undertaking management of Software Enterprises with emphasis on Business Management Skill blended with Software Development Technologies.

4.1 Programme Objectives

- To transform the technical professionals with equally strong managerial skills.
- Deploying IT for productivity enhancement and on-line decision making.
- To inculcate knowledge for optimum utilization of ERP and other IT Tools in business.
- To prepare students to manage and lead in global business scenario which is getting increasingly complex and dynamic.

4.2 Programme Features

The programme has been conceptualized around 8 different layers. Each layer consists of a set of core courses which are compulsory and a few elective courses. These courses are distributed over four semesters. In addition to the core and elective courses, participants are required to undertake mandatory project(s) in order to gain domain experience. The programme layers have been identified after intensive discussions and feedback from leading professionals in industry, academia and other institutions.

PROGRAMME LAYERS	
Layer 1	Management Practices Impinging upon Managers
Layer 2	Technology and Innovation Management in Internet Economy
Layer 3	Analysis and Design of Software Systems
Layer 4	Modern Programming Language Concepts and Interpretations
Layer 5	Enterprise wide Analysis using Databases and Data Warehousing Techniques
Layer 6	Software Project Management in Networking environment
Layer 7	Enterprise Resource Planning (ERP)
Layer 8	Harnessing Opportunities in e-Market Places

4.3 Programme Specifications

- The core courses of the programme are focused on rigorous grinding in the rudiments of various disciplines of Management and IT with sharpening of their entrepreneurial strengths.
- Elective courses are designed for specialization in Human Resource, Finance, Marketing, Production & Operations Management, Technical/Administration modules.
- Practical hands on training in the ERP Tools through Industry Projects.

The programme primarily aims to prepare the students for industry by exposing them to latest technology and tools used in current business scenario whereby students learn to configure and map various business processes of the company pertaining to core functionalities like Financial Accounting, Sales, Manufacturing and Human Resources in an integrated manner so as to drive the company towards improved productivity.

4.4 Course Structure

First Semester	Second Semester
Management Functions & Organizational Behaviour	Business Research
Business Communication	Human Resource Management
Financial and Management Accounting	Financial Management
Quantitative Methods for Decision Making	Business Environment
Managerial Economics	Operations Management
Marketing Management	System Analysis and Design
Java Programming	Database Management Systems
Practical	Practical
Java Programming Lab	DBMS Lab
Third Semester	Fourth Semester
Financial Services Management	Corporate Strategy & Policy
Enterprise Resource Planning and Business Application Programming	Financial Accounting (ERP)
Software Project Management	Elective – II (Choose any one paper)
Elective-I (Select any one group)	Human Resource Management
Group 1: Human Resource	Sales and Distribution
Human Resource Planning and Development	Materials Management
Human Resource Payroll	Production Planning
Group 2: Production and Operations Management	System Administration
Materials Management	Practical
Production Planning and Control	Financial Accounting (ERP) Lab
Group 3: Marketing	Elective Lab
Sales and Distribution	Dissertation
Customer Relationship Management	Seminar and Project Progress Report
Group 4 : Technical/Administration	Comprehensive viva voce
Database Administration	
Operating Systems	
Practical	
Business Application Programming Lab	
Summer Training Project	
Minor Project Work	

4.5 Project Work

Project Work/Dissertation is intended to provide the students an opportunity to attain specialization in an area of study covered in the programme. Each student will have to develop a project based on his/her area of specialization. In the 3rd Semester, students are expected to define and analyze the problem, prepare Project Plan and Business Blue Print. Students will implement the project in the 4th Semester in the ERP environment.