

As per New Restructured CBCS Syllabus for BBA, 3rd Year, 5th Semester
Common Core Syllabus for All the Universities in Telangana State w.e.f. 2020-21

MOBILE COMMERCE

2nd
REVISED
EDITION

- Solved Model Question Papers
- Last Minute Revision (LMR)

- Dr. R. G. Saha
- Tulasi Ram Kandula
- Md. Mustafa Khan
- B. Rajani

Himalaya Publishing House
ISO 9001:2015 CERTIFIED

2023.07.31 08:36

MOBILE COMMERCE

(As per New CBCGS Restructured Syllabus for BBA, 3rd Year, 5th Semester Common Core Syllabus for All the Universities in Telangana State w.e.f. 2020-21)

2023.07.31 08:37

Dr. R. G. Saha

MBA, M.Com., M.Sc.(IT), M.Phil., Ph.D.(Gen.), Ph.D.(Mkt.),
Former Associate Prof. & HOD,
KKECS Institute of Management,
Visiting Professor to various B-Schools,
Founder, Vision Book House,
Proprietor, Archita Education, Bengaluru.

Tulasi Ram Kandula

M.Sc. (Com. Sc.),
Faculty, Department of Computer Science,
St. Mary's Centenary Degree College,
St. Francis Street, Secunderabad.

Md. Mustafa Khan

MCA,
Faculty, Department of Computer Science,
Ethames Degree College, Hyderabad.

B. Rajani M.Sc. (Com. Sc.),

Associate Prof., Department of Computer Science,
Aurora Degree and PG College,
Chikkadpally, Hyderabad.

SPECIMEN COPY
NOT FOR SALE



Himalaya Publishing House

ISO 9001:2015 CERTIFIED

CONTENTS

- Unit - 1: Introduction to Mobile Commerce
- Unit - 2: Mobile Commerce Technology
- Unit - 3: Wireless Communications Technology
- Unit - 4: M-Commerce Applications
- Unit - 5: Wireless Application Development

www.himpub.com



ISBN: 978-93-5693-984-4

PSM 0876

₹ 275/-