

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY
HYDERABAD**

IV Year B.Tech. IT - II Sem	L	T/P/D	C
	3	-/-/-	3

(58007) MANAGEMENT SCIENCE

Unit I www.jntuworld.com

Introduction to Management: Entrepreneurship and organization - Nature and Importance of Management, Functions of Management, Taylor's Scientific Management Theory, Fayol's Principles of Management, Maslow's Theory of Human Needs, Douglas McGregor's Theory X and Theory Y, Herzberg's Two-Factor Theory of Motivation, Systems Approach to Management, Leadership Styles, Social responsibilities of Management.

Unit II

Designing Organisational Structures: Departmentation and Decentralisation, Types of Organisation structures - Line organization, Line and staff organization, functional organization, Committee organization, matrix organization, Virtual Organisation, Cellular Organisation, team structure, boundaryless organization, inverted pyramid structure, lean and flat organization structure and their merits, demerits and suitability.

Unit III

Operations Management: Principles and Types of Plant Layout-Methods of production (Job, batch and Mass Production), Work Study -Basic procedure involved in Method Study and Work Measurement-Statistical Quality Control: \bar{X} chart, R chart, c chart, p chart, (simple Problems), Acceptance Sampling, Deming's contribution to quality.

Unit IV

A) Materials Management: Objectives, Need for Inventory control, EOQ, ABC Analysis, Purchase Procedure, Stores Management and Stores Records - Supply Chain Management

B) Marketing: Functions of Marketing, Marketing Mix, Marketing Strategies based on Product Life Cycle., Channels of distribution.

Unit V

Human Resources Management (HRM): Evolution of HRM, Concepts of HRM, Basic functions of HR Manager: Manpower planning, Recruitment, Selection, Training and Development, Placement, Wage and Salary Administration, Promotion, Transfer, Separation, Performance Appraisal, Grievance Handling and Welfare Administration, Job Evaluation and Merit Rating.

Unit VI

Project Management (PERT/CPM): Network Analysis, Programme Evaluation

and Review Technique (PERT), Critical Path Method (CPM), Identifying critical path, Probability of Completing the project within given time, Project Cost Analysis, Project Crashing. (simple problems)

Unit VII

Strategic Management: Mission, Goals, Objectives, Policy, Strategy, Programmes, Elements of Corporate Planning Process, Environmental Scanning, SWOT Analysis, Steps in Strategy Formulation and Implementation, Generic Strategy alternatives.

Unit VIII

Contemporary Management Practices: Basic concepts of Just-In-Time (JIT) System, Total Quality Management (TQM), Six sigma and Capability Maturity Model (CMM) Levels, Value Chain Analysis, Enterprise Resource Planning (ERP), Performance Management, Business Process outsourcing (BPO), Business Process Re-engineering 5S Model, Deming's PDCA, Kaizen, Poka-Yoke, Muda, Benchmarking, Balanced Score Card.

TEXT BOOK:

1. Aryasri: Management Science, TMH, New Delhi, 2009

REFERENCE BOOKS:

1. Stoner, Management, Pearson, 2009 www.jntuworld.com
2. Kotler Philip & Keller Kevin Lane: Marketing Management PHI, 2009.
3. Koontz, Weihrich, & Aryasri: Principles of Management, TMH, 2009.
4. Thomas N. Duening & John M. Ivancevich Management—Principles and Guidelines, Cengage, 2009.
5. Kanishka Bedi, Production and Operations Management, Oxford University Press, 2009.
6. Memoria & S.V.Ganker, Personnel Management, Himalaya, 2009
7. Schermerhorn: Management, Wiley, 2009.
8. Parnell: Strategic Management, Biztantra, 2009.
9. L.S.Srinath: PERT/CPM, Affiliated East-West Press, 2009.
10. William J. Stevenson & Ceyhun Ozgur: Introduction to Management Science, TMH, 2007.

Pre-requisites: Managerial Economics

Objective: To familiarize with the process of management and to provide basic insights into select contemporary management practices.

Codes/Tables: Normal Distribution Function Table need to be permitted into the examination Hall.

Question Paper Pattern: 5 Questions to be answered out of 8 questions. The question paper should contain atleast 2 practical problems, one each from units -III & VI

Each question should not have more than 3 bits.

Unit VIII will have only short questions, not essay questions.

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**(58035) WEB SERVICES
(ELECTIVE - III)**

UNIT - I

Evolution and Emergence of Web Services - Evolution of distributed computing, Core distributed computing technologies – client/server, CORBA, JAVA RMI, Micro Soft DCOM, MOM, Challenges in Distributed Computing, role of J2EE and XML in distributed computing, emergence of Web Services and Service Oriented Architecture (SOA).

UNIT - II

Introduction to Web Services – The definition of web services, basic operational model of web services, tools and technologies enabling web services, benefits and challenges of using web services.

UNIT - III

Web Services Architecture – Web services Architecture and its characteristics, core building blocks of web services, standards and technologies available for implementing web services, web services communication, basic steps of implementing web services, developing web services enabled applications.

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UNIT - IV

Core fundamentals of SOAP – SOAP Message Structure, SOAP encoding, SOAP message exchange models, SOAP communication and messaging, SOAP security.

UNIT - V

Developing Web Services using SOAP – Building SOAP Web Services, developing SOAP Web Services using Java, limitations of SOAP.

UNIT - VI

Describing Web Services – WSDL – WSDL in the world of Web Services, Web Services life cycle, anatomy of WSDL definition document, WSDL bindings, WSDL Tools, limitations of WSDL.

UNIT - VII

Discovering Web Services – Service discovery, role of service discovery in a SOA, service discovery mechanisms, UDDI – UDDI Registries, uses of UDDI Registry, Programming with UDDI, UDDI data structures, support for categorization in UDDI Registries, Publishing API, Publishing information to a UDDI Registry, searching information in a UDDI Registry, deleting information in a UDDI Registry, limitations of UDDI.

UNIT - VIII

Web Services Interoperability – Means of ensuring Interoperability.

Overview of .NET and J2EE. Web Services Security – XML security framework, XML encryption, XML digital signature, XKMS structure, guidelines for signing XML documents.

TEXT BOOKS:

- Developing Java Web Services, R. Nagappan, R. Skoczylas, R.P. Sriganesh, Wiley India, rp – 2008.
- Developing Enterprise Web Services, S. Chatterjee, J. Webber, Pearson Education, 2008.
- XML, Web Services, and the Data Revolution, F.P.Coyle, Pearson Education.

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REFERENCES:

- Building Web Services with Java, 2nd Edition, S. Graham and others, Pearson Edn., 2008.
- Java Web Services, D.A. Chappell & T. Jewell, O'Reilly,SPD.
- McGovern, et al., "Java Web Services Architecture", Morgan Kaufmann Publishers, 2005.
- J2EE Web Services, Richard Monson-Haefel, Pearson Education.
- Web Services, G. Alonso, F. Casati and others, Springer, 2005.

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(58061) E - COMMERCE			
(ELECTIVE - III)			

UNIT-I

Electronic Commerce-Frame work, anatomy of E-Commerce applications, E-Commerce Consumer applications, E-Commerce organization applications.

UNIT-II

Consumer Oriented Electronic commerce - Mercantile Process models.

UNIT-III

Electronic payment systems - Digital Token-Based, Smart Cards, Credit Cards, Risks in Electronic Payment systems.

UNIT-IV

Inter Organizational Commerce - EDI, EDI Implementation, Value added networks.

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UNIT-V
Intra Organizational Commerce - work Flow, Automation Customization and internal Commerce, Supply chain Management.

UNIT-VI

Corporate Digital Library - Document Library, digital Document types, corporate Data Warehouses. Advertising and Marketing - Information based marketing, Advertising on Internet, on-line marketing process, market research.

UNIT-VII

Consumer Search and Resource Discovery - Information search and Retrieval, Commerce Catalogues, Information Filtering.

UNIT-VIII

Multimedia - key multimedia concepts, Digital Video and electronic Commerce, Desktop video processings, Desktop video conferencing.

TEXT BOOK :

1. Frontiers of electronic commerce – Kalakata, Whinston, Pearson.

REFERENCES:

1. E-Commerce fundamentals and applications Hendry Chan, Raymond Lee, Tharam Dillon, Ellizabeth Chang, John Wiley.
2. E-Commerce, S.Jaiswal – Galgotia.
3. E-Commerce, Efrain Turbon, Jae Lee, David King, H.Michael Chang.
4. Electronic Commerce – Gary P.Schneider – Thomson.
5. E-Commerce – Business, Technology, Society, Kenneth C.Taudon, Carol Guyerico Traver.

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(58062) MIDDLEWARE TECHNOLOGIES			
(ELECTIVE - III)			

UNIT-I

Introduction to client server computing: Evolution of corporate computing models from centralized to distributed computing, client server models. Benefits of client server computing, pitfalls of client server programming.

UNIT-II

CORBA with Java: Review of Java concept like RMI, RMI API, JDBC. Client/Server CORBA-style, The object web: CORBA with Java.

UNIT-III

Introducing C# and the .NET Platform; Understanding .NET Assemblies; Object-Oriented Programming with C#; Callback Interfaces, Delegates, and Events.

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UNIT-IV

Building c# applications: Type Reflection, Late Binding, and Attribute-Based Programming; Object Serialization and the .NET Remoting Layer; Data Access with ADO.NET; XML Web Services.

UNIT-V

Core CORBA/Java: Two types of Client/Server invocations-static, dynamic. The static CORBA, first CORBA program, ORBlets with Applets, Dynamic CORBA-The portable count, the dynamic count multicount.

UNIT-VI

Existential CORBA : CORBA initialization protocol, CORBA activation services, CORBAIDL mapping CORBA java- to- IDL mapping, The introspective CORBA/Java object.

UNIT-VII

Java Bean Component Model : Events, properties, persistency, Introspection of beans, CORBA Beans.

UNIT-VIII

EJBs and CORBA: Object transaction monitors CORBA OTM's, EJB and CORBA OTM's, EJB container frame work, Session and Entity Beans, The EJB client/server development Process The EJB container protocol, support for transaction EJB packaging EJB design Guidelines.

TEXT BOOKS:

1. Client/Server programming with Java and CORBA Robert Orfali and Dan Harkey, John Wiley & Sons ,SPD 2nd Edition
2. Java programming with CORBA 3rd Edition, G.Brose, A Vogel and K.Duddy, Wiley-dreamtech, India John wiley and sons

REFERENCES:

1. Distributed Computing, Principles and applications, M.L.Liu, Pearson Education
2. Client/Server Survival Guide 3rd edition Robert Orfali Dan Harkey & Jeri Edwards, John Wiley & Sons
3. Client/Server Computing D T Dewire, TMH.
4. IBM Webspere Starter Kit Ron Ben Natan Ori Sasson, TMh, New Delhi
5. Programming C#, Jesse Liberty, SPD-O'Reilly.
6. C# Preciesely Peter Sestoft and Henrik I. Hansen, Prentice Hall of India
7. Intoduction to C# Using .NET Pearson Education
8. C# How to program, Pearson Education
9. C# and the .NET Platform Andrew Troelsen, Apress Wiley-dreamtech, India Pvt Ltd

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**(58039) ADHOC AND SENSOR NETWORKS
(ELECTIVE – III)**

UNIT I

Introduction to Ad Hoc Wireless Networks: Characteristics of MANETs, Applications of MANETs, Challenges.

UNIT II

Routing in MANETs: Topology-based versus Position-based approaches, Topology based routing protocols, Position based routing, Other Routing Protocols.

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UNIT III

Data Transmission in MANETs: The Broadcast Storm, Multicasting, Geocasting

TCP over Ad Hoc Networks: TCP Protocol overview, TCP and MANETs, Solutions for TCP over Ad Hoc

UNIT IV

Basics of Wireless Sensors and Applications: The Mica Mote, Sensing and Communication Range, Design Issues, Energy consumption, Clustering of Sensors, Applications

UNIT V

Data Retrieval in Sensor Networks: Classification of WSNs, MAC layer, Routing layer, High-level application layer support, Adapting to the inherent dynamic nature of WSNs.

UNIT VI

Security : Security in Ad hoc Wireless Networks, Key Management, Secure Routing, Cooperation in MANETs, Intrusion Detection Systems.

UNIT VII

Sensor Network Platforms and Tools: Sensor Network Hardware, Sensor Network Programming Challengès, Node-Level Software Platforms

UNIT VIII

Operating System – TinyOS:

Imperative Language: nesC, Dataflow style language: TinyGALS, Node-Level Simulators, ns-2 and its sensor network extension, TOSSIM

TEXT BOOKS:

1. Ad Hoc and Sensor Networks – Theory and Applications, Carlos Corderio Dharma P. Aggarwal, World Scientific Publications / Cambridge University Press, March 2006
2. Wireless Sensor Networks: An Information Processing Approach, Feng

Zhao, Leonidas Guibas, Elsevier Science imprint, Morgan Kauffman Publishers, 2005, rp2009

REFERENCE BOOKS:

1. Adhoc Wireless Networks – Architectures and Protocols, C.Siva Ram Murthy, B.S.Murthy, Pearson Education, 2004
2. Wireless Sensor Networks – Principles and Practice, Fei Hu, Xiaojun Cao, An Auerbach book, CRC Press, Taylor & Francis Group, 2010
3. Wireless Ad hoc Mobile Wireless Networks – Principles, Protocols and Applications, Subir Kumar Sarkar, et al., Auerbach Publications, Taylor & Francis Group, 2008.
4. Ad hoc Networking, Charles E.Perkins, Pearson Education, 2001.
5. Wireless Ad hoc Networking, Shih-Lin Wu, Yu-Chee Tseng, Auerbach Publications, Taylor & Francis Group, 2007
6. Wireless Ad hoc and Sensor Networks – Protocols, Performance and Control, Jagannathan Sarangapani, CRC Press, Taylor & Francis Group, 2007, rp 2010.
7. Security in Ad hoc and Sensor Networks, Raheem Beyah, et al., World Scientific Publications / Cambridge University Press, , 2010
8. Ad hoc Wireless Networks – A communication-theoretic perspective, Ozan K. Tonguz, Gialuigi Ferrari, Wiley India, 2006, rp2009.
9. Wireless Sensor Networks – Signal processing and communications perspectives, Ananthram Swami, et al., Wiley India, 2007, rp2009.

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**(58063) DESIGN PATTERNS
(ELECTIVE – IV)**

UNIT-I

Introduction : What Is a Design Pattern?, Design Patterns in Smalltalk MVC, Describing Design Patterns, The Catalog of Design Patterns, Organizing the Catalog, How Design Patterns Solve Design Problems, How to Select a Design Pattern, How to Use a Design Pattern.

UNIT-II

A Case Study : Designing a Document Editor : Design Problems, Document Structure, Formatting, Embellishing the User Interface, Supporting Multiple Look-and-Feel Standards, Supporting Multiple Window Systems, User Operations Spelling Checking and Hyphenation, Summary .

UNIT-III

Creational Patterns : Abstract Factory, Builder, Factory Method, Prototype, Singleton, Discussion of Creational Patterns.

UNIT-IV

Structural Pattern Part-I : Adapter, Bridge, Composite.

UNIT-V

Structural Pattern Part-II : Decorator, açade, Flyweight, Proxy.

UNIT-VI

Behavioral Patterns Part-I : Chain of Responsibility, Command, Interpreter, Iterator.

UNIT-VII

Behavioral Patterns Part-II : Mediator, Memento, Observer, State, Strategy, Template Method ,Visitor, Discussion of Behavioral Patterns.

UNIT-VIII

What to Expect from Design Patterns, A Brief History, The Pattern Community An Invitation, A Parting Thought.

TEXT BOOK :

1. Design Patterns By Erich Gamma, Pearson Education
2. Head First Design Patterns By Eric Freeman-Oreilly-spd

REFERENCES:

1. Pattern's in JAVA Vol-I By Mark Grand ,Wiley DreamTech.
2. Pattern's in JAVA Vol-II By Mark Grand ,Wiley DreamTech.
3. JAVA Enterprise Design Patterns Vol-III By Mark Grand ,Wiley DreamTech.
4. Design Patterns Explained By Alan Shalloway,Pearson Education.
5. Pattern Oriented Software Architecture,F.Buschmann&others,John Wiley & Sons.

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(58064) DISTRIBUTED SYSTEMS

(ELECTIVE-IV)

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UNIT I

Characterization of Distributed Systems-Introduction, Examples of Distributed systems, Resource sharing and web.challenges, System models-Introduction, Architectural and Fundamental models, Networking and Internetworking, Interprocess Communication.

UNIT II

Distributed objects and Remote Invocation - Introduction, Communication between distributed objects, RPC, Events and notifications, Case study-Java RMI.

Operating System Support- Introduction, OS layer, Protection, Processes and Threads, Communication and Invocation, Operating system architecture, Distributed File Systems-Introduction, File Service architecture, case study- SUN network file systems.

UNIT III

Name Services-Introduction, Name Services and the Domain Name System, Case study of the Global Name Service, Case study of the X.500 Directory Service.

Peer to Peer Systems-Introduction, Napster and its legacy, Peer to Peer middleware, Routing overlays, Overlay case studies- Pastry, Tapestry, Application case studies-Squirrel, OceanStore.

UNIT IV

Time and Global States-Introduction, Clocks, events and Process states, Synchronizing physical clocks, logical time and logical clocks, global states, distributed debugging.

Coordination and Agreement - Introduction, Distributed mutual exclusion, Elections, Multicast communication, consensus and related problems.

UNIT V

Transactions and Concurrency control-Introduction, Transactions, Nested Transactions, Locks, Optimistic concurrency control, Timestamp ordering, Comparison of methods for concurrency control.

UNIT VI

Distributed Transactions-Introduction, Flat and Nested Distributed Transactions, Atomic commit protocols, Concurrency control in distributed transactions, Distributed deadlocks, Transaction recovery, Replication-Introduction, System model and group communication, Fault tolerant services, Transactions with replicated data.

UNIT VII

Security-Introduction, Overview of Security techniques, Cryptographic algorithms, Digital signatures, Case studies-Kerberos, TLS, 802.11 WiFi.

UNIT VIII

Distributed shared memory, Design and Implementation issues, Sequential consistency and Ivy case study, Release consistency and Munin case study, Other consistency models, CORBA case study-Introduction, CORBA RMI, CORBA Services.

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TEXT BOOKS:

1. Distributed Systems Concepts and Design, G Coulouris, J Dollimore and T Kindberg, Fourth Edition, Pearson Education.
2. Distributed Systems, S.Ghosh, Chapman&Hall/CRC, Taylor&Francis Group, 2010.

REFERENCE BOOKS:

1. Distributed Computing, S.Mahajan and S.Shah, Oxford University Press.
2. Distributed Operating Systems Concepts and Design, Pradeep K.Sinha, PHI.
3. Advanced Concepts in Operating Systems, M Singhal, N G Shivarathi, Tata McGraw-Hill Edition.
4. Reliable Distributed Systems, K.P.Birman, Springer.
5. Distributed Systems – Principles and Paradigms, A.S. Tanenbaum and M.V. Steen, Pearson Education.
6. Distributed Operating Systems and Algorithm Analysis, R.Chow, T.Johnson, Pearson.
7. Distributed Operating Systems, A.S.Tanenbaum, Pearson education.

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(58040) STORAGE AREA NETWORKS

(ELECTIVE-IV)

Unit I:

Review data creation and the amount of data being created and understand the value of data to a business, challenges in data storage and data management, Solutions available for data storage, Core elements of a data center infrastructure, role of each element in supporting business activities

Unit II:

Hardware and software components of the host environment, Key protocols and concepts used by each component, Physical and logical components of a connectivity environment, Major physical components of a disk drive and their function, logical constructs of a physical disk, access characteristics, and performance Implications.

Unit III:

Concept of RAID and its components, Different RAID levels and their suitability for different application environments: RAID 0, RAID 1, RAID 3, RAID 4, RAID 5, RAID 0+1, RAID 1+0, RAID 6, Compare and contrast integrated and modular storage systems, High-level architecture and working of an intelligent storage system

Unit IV:

Evolution of networked storage, Architecture, components, and topologies of FC-SAN, NAS, and IP-SAN, Benefits of the different networked storage options, Understand the need for long-term archiving solutions and describe how CAS fulfills the need, Understand the appropriateness of the different networked storage options for different application environments

Unit V:

List reasons for planned/unplanned outages and the impact of downtime, Impact of downtime, Differentiate between business continuity (BC) and disaster recovery (DR), RTO and RPO, Identify single points of failure in a storage infrastructure and list solutions to mitigate these failures.

Unit VI:

Architecture of backup/recovery and the different backup/recovery topologies, replication technologies and their role in ensuring information availability and business continuity, Remote replication technologies and their role in providing disaster recovery and business continuity capabilities

Unit VII

Identify key areas to monitor in a data center, Industry standards for data center monitoring and management, Key metrics to monitor for different

components in a storage infrastructure, Key management tasks in a data center. Information security, Critical security attributes for information systems, Storage security domains, List and analyzes the common threats in each domain

Unit VIII:

Virtualization technologies, block-level and file-level virtualization technologies and processes.

Case Studies

The technologies described in the course are reinforced with EMC examples of actual solutions.

Realistic case studies enable the participant to design the most appropriate solution for given sets of criteria.

TEXT BOOK:

1. EMC Corporation, Information Storage and Management, Wiley.

REFERENCE BOOKS:

1. Robert Spalding, "Storage Networks: The Complete Reference", Tata McGraw Hill, Osborne, 2003.
2. Marc Farley, "Building Storage Networks", Tata McGraw Hill, Osborne, 2001.
3. Meeta Gupta, Storage Area Network Fundamentals, Pearson Education Limited, 2002.

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**(58065) CLOUD COMPUTING
(ELECTIVE - IV)**

UNIT-I

Introductory concepts and overview: Distributed systems – Parallel computing architectures: Vector processing, Symmetric multi processing and Massively parallel processing systems – High performance Cluster computing – Grid computing – Service Oriented Architecture overview – Virtualization.

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UNIT-II

Overview of Cloud Computing: Meaning of the terms cloud and cloud computing – cloud based service offerings – Grid computing Vs Cloud computing – Benefits of cloud model – limitations – legal issues – Key characteristics of cloud computing – Challenges for the cloud – The evolution of cloud computing.

UNIT - III

Web services delivered from the cloud: Infrastructure as a service – Platform-as-a-service – Software-as-a-service. Building Cloud networks: Evolution from the MSP model to cloud computing and software-as-a-service – The cloud data center – SOA as step toward cloud computing – Basic approach to a data center based SOA.

UNIT - IV

Federation Presence, Identity and Privacy in the cloud: Federation in the cloud – Presence in the cloud – Privacy and its relation to cloud based information system. Security in the Cloud: Cloud security challenges – Software-as-a-service security

UNIT - V

Common Standards in Cloud computing: The open cloud consortium – The distributed management task force – standards for application developers – standards for messaging – standards for security

UNIT - VI

End user access to cloud computing: youtube – zimbra – Facebook – Zoho – DimDim Collaboration

Mobile internet devices and the cloud: Smartphone – mobile operating systems for smart phones – Mobile Platform virtualization – Collaboration applications for mobile platforms – Future trends

UNIT - VII

Virtualization: Adding guest Operating system. Cloud computing case studies 1: Amazon EC2 – Amazon simple DB – Amazon S3 – Amazon Cloud

Front – Amazon SQS

UNIT - VIII

Cloud computing case studies 2: Google App Engine- Google web tool kit – Microsoft Azure Services platform – Windows live – Exchange on line – Sharepoint services – Microsoft dynamic CRM – salesforce.com CRM – App Exchange

TEXT BOOKS:

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1. Cloud Computing implementation, management and security by John W. Rittinghouse, James F. Ransome, CRC Press, Taylor & Francis group, 2010
2. Cloud Computing a practical approach by Anthony T. velte, Toby J. velte Robert Elsenpeter, Tata Mc Graw Hill edition, 2010

REFERENCES:

1. Cloud Application Architectures by George Reese, Oreilly publishers
2. Cloud computing and SOA convergence in your enterprise, by David S. Linthicum, Addison- Wesley

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(58633) INDUSTRY ORIENTED MINI PROJECT

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(58634) SEMINAR

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(58635) PROJECT WORK

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(58636) COMPREHENSIVE VIVA