

OTHER ELECTIVE SEMESTER-IV

B.COM.

SEMESTER IV

Computer Application for Business-II (GE 5)

Total Credits: 04 Theory : 3 Credits Practical: 1 Credits

LECTURES : 3 per week of 1 hr each (Total Lectures: 45)

Practical : 1 Practical Lab session of 2 hrs each per week per batch
(Batch of 10-15 students) (Total Practical sessions: 15)

Max. Marks : 75T + 25P = 100

Objectives:

- To familiarise the student with various applications of Information and Communication technologies in business
- To enable the student to become familiar with the mechanism for conducting business transactions through electronic means
- To provide skills and knowledge to create a maintain a website for business

Theory:

Unit I: Internet technology

8 Lectures (14 Marks)

- a. Introduction to computer networks : Introduction- need, advantages, disadvantages, types of networks, types of transmission media, Internetworking devices-bridges, routers, gateways, IP addressing: why IP address, basic format of IP address- IPV4, IPV6, Protocols - HTTP, HTTPS, FTP, DNS, Email
- b. Applications on Internet: search engines ,browsers, blogs, social networking - types and applications

Unit II: Ecommerce theory

20 Lectures (22 Marks)

- a. Introduction to E-Commerce: Scope, Definitions, Trade Cycles
- b. The Value Chain, Supply Chain, Porter's Value Chain
- c. Electronic data Interchange (EDI): Introduction, definition and benefits, technology standards, Communication, implementation, agreements, EDI and business.
- d. E-Commerce models- categorizing major E-commerce business models(B2B,B2C,C2C), introduction , key elements a business model
- e. E –Governance Models: (G2B, G2C, C2G, G2G), Challenges to E – Governance, Strategies and tactics for implementation of E – Governance Case Study

- f. E-payment System: Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working), payment gateways, risks involved in e-payments.
- g. E-Commerce applications in various industries: banking, insurance, payment of utility bills, online marketing, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online learning, publishing and entertainment, Online shopping (amazon, snapdeal, alibaba, flipkart, etc.)

Unit III: ERP

10 Lectures(15 Marks)

- a. Introduction: Traditional information model, Introduction to an enterprise, What is an ERP?, Reasons for growth of ERP market, Advantages and Disadvantages of ERP
- b. Introduction to business modules: finance, manufacturing, Human resource, materials management, sales and distribution, Limitations of ERP,
- c. ERP and e-Commerce

Unit IV : Security and Encryption

(7 Lectures) (9 marks)

- a. Need and concepts, the e-commerce security environment- dimension, definition and scope of e- security
- b. Security threats in the E-commerce environment - security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.
- c. Technology solutions- Encryption security channels of communication, protecting networks and protecting servers and clients

Note:

3. There shall be a theory examination of 75 Marks (Internal Assessment – 15 Marks; End Semester Exam – 60 Marks) of 2 hrs duration
4. There shall be three lectures per theory class.

REFERENCE

1. Web technology- Kahate
2. Introduction to Information Technology – ITL Education Solutions Limited, Pearson Education
3. E-Commerce: Strategy, Technologies and Applications By David Whitely, Tata McGraw Hill Edition.
4. Kalakota and Whinston, Frontiers of Electronic commerce, Pearson Education Asia.
5. S Sadagopan, "ERP a Management Prospective" Tata McGraw Hill Publishing Company Limited, New Delhi 1999
6. Alexis Leon , "ERP Demystified", Tata McGraw Hill Publishing Company Limited, New Delhi 2000
7. Kenneth C. Laudon and Carlo Guercio Traver, *E-Commerce*, Pearson Education