B.COM SEMESTER – IV  
(APPLIED COMPONENT)  
Computer Application in Business-II

Course Prerequisites: Basic working knowledge of computers and Internet.

Course Objectives:
- Integration of business processes
- Implementation issues using IT
- Vertical mobility of data
- Strategic advantage of IT
- Evolution of business processes using IT

Course Structure: Theory (50 marks + Practical (50 marks) = Total (100 Marks)
Lectures: 3 per week Practicals: 3 per week (Batch of 10 students)

Course Content:

THEORY

1. Ecommerce theory 15 Marks
   a. Introduction to E-Commerce: Scope, Definitions, Trade Cycles
   b. The Value Chain, Supply Chain, Porter’s Value Chain and Inter-organizational Value Chains.
   d. Case Study: E-commerce in Passenger transport: Booking, competitive outcomes.
   g. Business to Consumer Electronic Commerce: Internet E-commerce, e-Shop, Advantages and Disadvantages of Consumer e-commerce
   h. Elements of E-commerce: e-Shop, Online payments, delivering goods, after-sales service
   i. Electronic payment systems – Types of payments, digital token-Based electronic payment systems, smart cards and electronic payment systems, credit card based electronic payment systems, risk in electronic payment systems.

2. Internet technology 15 Marks
   a. Introduction to computer networks: Introduction, Internetworking devices-bridges, routers, gateways, Introduction to wireless and mobile networks, IP addressing, why IP address? Logical address, concept of IP address, IPV4, IPV6 (Basic), HTTP, HTTPS, FTP, DNS, Email
   b. Hosting of a website: Web server, Web space, administration of website, updating website, uploading website
c. Applications on Internet: chatting, blogging, social communicating sites, search engines, browsers.
d. Data security and confidentiality for e-business: digital certificates, digital signatures, principles of security, confidentiality, authentication, integrity, access control, availability, sniffing, phishing, farming, spoofing.

3. **E-banking**  
   a. Definition of e-banking, Electronic bill payment, Online brokerage  
   b. Online delivery of financial products, E-banking components, E-banking support services  
   c. Security challenges in e-banking  
   d. ATM, issue of credit and debit cards

4. **On-line trading and De-mat**  
   a. Computer applications in the financial market

**BOOKS RECOMMENDED FOR READING AND REFERENCE**
1. Web technology- By Kahate  
2. Information Technology – Breaking Waves By D. Curtin TMH  

**PRACTICALS:**

Mini-Project in ERP Implementation  
- ERP implementation life cycle – pre-evaluation screening, package evaluation, project planning phase, gap analysis, reengineering, configuration, implementation team training, testing, going live, end user training, post implementation.

Theory: 3 Lectures per week with class size: 60 students per class  
Practical: 3 Lectures per week with batch size: 10 students per batch  
Total Theory + Practical: 6 Lectures per week, each lecture of 45 minutes duration.