**B.COM.**

**SEMESTER IV**

**Computer Application for Business-II (SEC 2)**

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)

1. 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
2. Applications on Internet: search engines ,browsers, blogs, social networking - types and applications

**Unit II:** Ecommerce theory 20 Lectures (22 Marks)

1. Introduction to E-Commerce: Scope, Definitions, Trade Cycles
2. The Value Chain, Supply Chain, Porter’s Value Chain
3. Electronic data Interchange (EDI): Introduction, definition and benefits, technology standards, Communication, implementation, agreements, EDI and business.
4. E-Commerce models- categorizing major E-commerce business models(B2B,B2C,C2C), introduction , key elements a business model
5. E –Governance Models: (G2B, G2C, C2G, G2G), Challenges to E – Governance, Strategies and tactics for implementation of E – Governance Case Study
6. 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.
7. 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)

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

**Unit IV :** Security and Encryption (7 Lectures) (9 marks)

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

**Note:**

1. There shall be a theory examination of 75 Marks ( Internal Assessment – 15 Marks; End Semester Exam – 60 Marks) of 2 hrs duration
2. 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. I
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
8. Bharat Bhaskar, *Electronic Commerce: Framework, Technology and Application, 4th Ed.,* McGraw Hill Education
9. PT Joseph, *E-Commerce: An Indian Perspective*, PHI Learning
10. KK Bajaj and Debjani Nag, *E-commerce,* McGraw Hill Education
11. TN Chhabra, *E-Commerce,* Dhanpat Rai & Co.
12. Sushila Madan, *E-Commerce,* Taxmann
13. TN Chhabra, Hem Chand Jain, and Aruna Jain, An Introduction to HTML, Dhanpat Rai & Co .

List of Practical Assignments for Computer Applications For Business – II(Lab) for

B.Com. Sem IV

**PRACTICALS:**

1. Designing, building and launching e-commerce website:

* A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in house development of a website, updating website, uploading content on the website using FTP tools

1. Mini-Project in ERP Implementation

Case study – Studying ERP implementation in any business firm

Report preparation and submission – report shall include ERP introduction, life cycle as followed by the Business firm under study – pre-evaluation screening, package evaluation, project planning phase, gap analysis, reengineering, configuration, implementation team training, testing, going live, end user training, post implementation.

**Note:**

1. There shall be a practical examination of 25 Marks at the end of each semester (Practical-20 Marks and Work Book- 05 Marks) and duration of Examination shall be 2 Hrs.