

Veer Narmad South Gujarat University
Computer Application III

S.Y. B.B.A., Semester III

Effective from June 2012

OBJECTIVES: -

- To familiarize students with the concept of Network and Internet.
- To acquaint students with the use of E-commerce in Business.

PADAGOGIC TOOLS:-Lectures, Assignment and Presentation, Practical (Laboratory)

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| 1. Networking | | 20% |
| | a. Concept | |
| | b. Components | |
| | c. Types of Network | |
| | d. Network Topology | |
| | e. Transmission Technology (Broadcasting, Point to Point) | |
| 2. Introduction of Internet | | 30% |
| | a. Concepts of Internet, Intranet and Extranet | |
| | b. Uses of Internet in various fields | |
| 3. Introduction to E_Commerce | | 50% |
| | a. Concept | |
| | b. Transactions of e_commerce (B2B, B2C, C2B, C2C, B2E, G2B, B2G, G2G) | |
| | c. Difference between Traditional VS e_commerce transactions | |
| | d. Benefits of ecommerce | |
| | e. Limitations of e_commerce | |
| | f. Electronic Data Interchange | |
| | g. E_payment Methods (e_cash, e_cheque, and e_card) | |
| | h. Supply Chain Management | |

Reference Books:

- 1) E-commerce, The cutting edge of Business, K.K.Bajaj & D.Nag-TMH
- 2) Electronic Commerce, David Kosiur-PHI
- 3) E-Commerce, An Indian perspective, P.T.Joseph
- 4) Computer Networks, Andrew s. Tanenbaum
- 5) ABC of Internet, Dyson –BPB
- 6) How Internet Works, Gralla-Tech Media
- 7) Internet Marketing E-commerce and Cyber Loss, Asit Narayan & L.K. Thakur-Author Press
- 8) E_commerce (Concepts, Models, Strategies) ,By C.S.V.Murthy, Himalaya Publishing House

Note: 6 Lectures per week: (From the above contents the practical oriented topics be covered up suitably in computer laboratory and assignments be given to the students based on the practical study)