

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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|--|------------|
| <b>1. Networking</b>   | <b>20%</b> |
| a. Concept   |            |
| b. Components  |            |
| c. Types of Network  |            |
| d. Network Topology  |            |
| e. Transmission Technology (Broadcasting, Point to Point)              |            |
| <br>   |            |
| <b>2. Introduction of Internet</b>                                     | <b>30%</b> |
| a. Concepts of Internet, Intranet and Extranet                         |            |
| b. Uses of Internet in various fields                                  |            |
| <br>   |            |
| <b>3. Introduction to E_Commerce</b>                                   | <b>50%</b> |
| 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)