

Veer Narmad South Gujarat University

Computer Application-IV

S.Y. B.B.A., Semester IV

Effective from December 2012

OBJECTIVES: -

- To familiarize students with the Architecture of Internet.
- To familiarize students with the process of E-commerce and security concerns while using E-commerce in business management.

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

1. Internet Architecture

50%

- a. Client Server Architecture
- b. Address Mechanism
 - i. IP Address
 - ii. Domain Name & DNS
- c. Services:
 - iii. WWW
 - iv. e-mail
 - v. Chat
 - vi. BBS
 - vii. Telnet
 - viii. Search Engine and Meta Search Engine
 - ix. Blog
 - x. PING

2. E_Commerce Process and E-security

50%

- a. Change Management
- b. Business Process Reengineering
- c. Cryptography
 - i. Symmetric Key
 - ii. Asymmetric Key (Public Key, Private Key)
 - iii. Digital Signature
- d. Secure Electronic Transaction (SET)
- e. Secure Socket Layer (SSL)

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:

1. 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)
2. Assignment Work should also include Static Web Site Designing using HTML Editor
(Formatting, Tables, List, Form, Hyperlink, Images, Buttons, Frame)