

# **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.
  - c. Competitive advantage: Competitive Strategy, Porter's Model, First Mover Advantage, Sustainable Competitive Advantage using e-commerce.
  - d. Case Study: E-commerce in Passenger transport: Booking, competitive outcomes.
  - e. B2B E-commerce: Inter-organizational Markets. Electronic markets.
  - f. Electronic data Interchange (EDI): Introduction, definition and benefits, technology standards, Communication, implementation, agreements, EDI and business.
  - 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**

**15 Marks**

- 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**

**5 Marks**

- 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
3. Subramanya, K.N. : Modern Banking in India, Deep and Deep Publishers, New Delhi
4. E-Commerce: Strategy, Technologies and Applications By David Whitely, Tata McGraw Hill Edition. I
5. Kalakota and Whinston, Frontiers of Electronic commerce, Pearson Education Asia.
6. S Sadagopan, “ERP a Management Prospective” Tata McGraw Hill Publishing Company Limited, New Delhi 1999
7. Alexis Leon , “ERP Demystified”, Tata McGraw Hill Publishing Company Limited, New Delhi 2000

**PRACTICALS:**

**Mini-Project in ERP Implementation**

**50 Marks**

- 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.