

VEER NARMAD SOUTH GUJARAT UNIVERSITY

S.Y.B.COM

E-COMMERCE PAPER 1(INFORCE FROM 2010-11)

- OBJECTIVES:** 1.To enable the students to understand concepts, principles and Techniques applied in e- commerce.
2. To prepare them for globalization and communication revolution
3. To provide a unified, theoretically grounded framework of e commerce
4. To narrow down distinctions between traditional markets and global Electronic markets.

UNIT 1

(30%)

- (a) Introduction to computer system and peripherals:- Computer Processing System, Definition of Computer, Hardware (mother board, processor, main memory, cache memory, hard disk. Input devices:-keyboard, mouse, scanner, web camera. Output devices:-monitor, printer, speaker, CPU. External storage devices:-floppy disk, cd-rom, DVD, pen drive. Others:-LAN card)
- (b) Software,(concept. types-system software, application software, operating system Introduction Of DOS and its limitations, Concepts of ms windows Antivirus, disk cleaning, defragmentation, Compression and decompression of files Examples of commercial software, Office software- word processor, power point presentation, spreadsheet, MS outlook 2007. Generation of Computers, Types of Computers, Various Computer Systems

UNIT 2

(30%)

- (a) Introduction to internet:-intranet, world wide web, web browsers, web sites, search engines, portal.
- (b) Use of internet in commerce education:-visiting some commerce web sites, download/upload, searching. usage in banking, trading(overview)
- (c) Introduction to accounting concept- debit, credit, assets, liabilities, types of accounts, journal ledger, trial balance, final accounts etc.
- (d) Introduction to tally –creating accounts, capital, current assets and current liabilities, investments loans, sales, purchase, income, expenses.

UNIT 3

(20%)

- (a) Purchase and sales orders and bills, receipt, debit/credit note, journal, voucher, vat bill.
- (b) Trial balance and final accounts-trading account, Profit & Loss account, balance sheet, outstanding, practical work and reports.

UNIT 4

(20%)

- (a) Electronic data Interchange (EDI): Introduction to EDI, Basics of EDI, EDI Standards, Financial EDI, FEDI for International Trade Transactions, Applications and advantages of EDI
- (b) Information System Audit, Basic Idea of Information Audit, Difference between Information Audit and Traditional Audit, Application of Information Systems Audit in Internet Environment.

Reference books:

1. Computer fundamentals- Ashok Arora & Shefali Bansal, Excel book New Delhi.
- 2 Computer fundamentals-Peter Norton,Mc Graw Hill.
- 3 Computer fundamentals- Ravichandran D,
4. Fundamentals of computers-Raja Raman, Prentice Hall, New Delhi.
5. Learning Tally 5.4, Khanna Book Publishers
6. Internet for business managers, Sanjeev Gupta, Excel book, New Delhi.
- 7.Tally Financial accounting programme- Current volume,Tally Press.
8. Tally for beginners- Tally Press.

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E-COMMERCE PAPER 2(INFORCE FROM 2010-11)

OBJECTIVES: 1.To enables the students to understand concepts, principles and techniques applied in

E-Commerce.

2. To prepare them for globalization and communication revolution
3. To provide a unified, theoretically grounded framework of e -commerce
4. To narrow down distinctions between traditional markets and global electronic Markets.

UNIT 1: (30%)

- (a) Overview of electronic commerce: - Concept, features, and functions of e-commerce, scope and limitations of e-commerce, e-commerce security.
- (b) Benefits of e-commerce to Organization, Consumers & Society, Management Issues relating to e-commerce
- (c) Operations of E-Commerce: Credit Card Transaction, Secure Hyper text Transfer Protocol (SHTTP), Electronic Payment System: electronic cash, electronic wallets-smart cards-credit and change card, pre and post payment services. Secure Electronic Transaction (SET),
- (d) Application in B2C: Consumer Shopping Procedures on the Internet, Products in B2C Model, Success factors of E-Brokers,

UNIT 2 (30%)

- (a) Applications in B2B: Application to B2B, Key Technologies for B2B, Benefits of B2B on Procurement re-engineering, Just – In-delivery in B2B, Marketing Issues in B2B,
- (b) Application in Governance: EDI in Governance, e-Government, e-Governance, Applications of the Internet.
- (c) Concept of Government to Business, Business to Government, E-Governance Models, Private Sector Interface in E-Governance
- (d) Marketing for e-commerce :-strategies for marketing sales and promotion-creating an effective web presence-identifying and reaching customers,-creating and maintaining brands on the web,

UNIT 3: (20%)

- (a) Broker Based Services on-Line: On-Line Travel Tourism Services, Benefits & Impact of E-Commerce on Travel Industry, Real Estate Market, On-Line Stock Trading & its Benefits, On-Line Banking & its Benefits,
- (b) On-Line Financial Services & their Future, E-Auctions, Benefits Implementations & Impact
- (c) E-ticketing:- online booking systems in railways, airlines, hotels, and entertainment industries

UNIT 4: (20%)

- (a) Emerging Business Models: Retail Model, Media Model, Advisory Model, Made-to-order Manufacturing Model, Do-it-Yourself Model, Information Service Model, Emerging Hybrid Models, Emerging Models in India.
- (b) E-Commerce Models, Supply Chain Management, Product & Service Digitations, Remote Servicing, Procurement, On-Line Marketing & Advertising, Resources & Infrastructure, Resources & Planning for Infrastructure.

Reference books:

1. E-Commerce Management-Krishnamurthy, Vikas Publishing House.
2. E-Commerce-A managerial Perspective. T. Joseph, Tata Mcgraw Hill.
3. E-Business R (Evolution)-Deniel Amor.
4. E-Commerce: Strategy, Technology, and Applications, Tata Mcgraw Hill.
5. Janal. D.S.- On-Line Marketing Hand-Book; Van Nostrand Reinhold, New York
6. AFUAH.A. & Tucci. C. Internet Business Model & Strategies. Macgraw Hill, New York
7. The essential guide to Wireless communication Applications, Person education Asia, Dorman Andy.
8. Education and E-Governance, McMillan India, New Delhi, Tiwari Dr.Murli D.
9. Internet Banking- Agrawal Kamlesh N, New Delhi.
10. Understanding E-Commerce-David Kosiur.