

F.Y.B.Com 114B Computer Concepts and Application

Unit No.	Unit Title	Contents
1	Introduction to Computer and Operating system	<p>Introduction to Computer Definition, Block Diagram, Computer Hierarchy, (Classification), Characteristics of Computer</p> <p>Computer System Hardware Computer Memory Input and Output Devices</p> <p>Definition – Software Software Types - System Software, Application Software</p> <p>Definition of Operating System Types of Operating Systems, Functions of Operating Systems</p> <p>Working with Windows Operating System: Introduction, The Desktop, Structure of Windows, Windows Explorer, File and Folder Operations, The Search, The Recycle Bin, Adding or Removing New Programs using, Control Panel, Applications in windows (Paint, Notepad, WordPad, and Calculator)</p> <p>Introduction to Free and Open Source Software Definition of Computer Virus, Types of Viruses, Use of Antivirus software</p>

2	Office automation tools	<p>Definition of Information Technology (IT) Benefits of Information Technology (IT) Applications of Information Technology (IT)</p> <p>Office automation tools</p> <p>MS-Word: Introduction, Starting MS-Word, MS-Word Screen and its Components, Elementary Working with MS-Word</p> <p>MS-Excel: Introduction, Starting MS-Excel, Basics of Spread sheet, MS-Excel Screen and Its Components, Elementary Working with MS-Excel</p> <p>MS-PowerPoint: Introduction, Starting MS-PowerPoint, Basics of PowerPoint, MS-PowerPoint Screen and Its Components, Elementary Working with MS PowerPoint</p> <p>Data Processing: Files and Records, File Organization (Sequential, Direct/Random, Index)</p>
3	Introduction to Computer Network	<p>Introduction Importance of Networking Computer Network (LAN, WAN, MAN)</p> <p>Network Components (Hub, Switch, Bridge, Gateway, Router, Modem) Network Topology, Wireless Network Internet and Internet application Introduction, Internet evolution, Working of Internet, Use of Internet</p> <p>Overview of World Wide Web (Web Server and Client) Introduction to Search engine and Searching the Web, Downloading files, Introduction to Web Browsers, Working with E-mail (creation and use of the same)</p> <p>Introduction to Internet Security Security, Privacy, Ethical Issues & Cyber Law</p>

4	Computer applications in Commerce	<p>Computer Applications in Business – Need and Scope Computer Applications in various fields of Commerce: Personnel Administration, Accounting, Cost and Budgetary Management, Purchasing, Banking, Insurance and Stock-broking, e-governance</p> <p>E-Commerce Defining e-Commerce, Main Activities of Electronic Commerce, Benefits of E-Commerce; Broad Goals of Electronic Commerce; Main Components of E-Commerce; Functions of Electronic Commerce – Communication, Process Management, Service Management, Transaction Capabilities;</p>
5	Introduction to E-commerce Tools	<p>Process of E-Commerce</p> <p>Types of E-Commerce; Role of Internet and Web in E-Commerce; Technologies Used in E-Commerce Systems</p> <p>E-Commerce Activities: Various Activities of E-Commerce; Various Modes of Operation Associated with E-Commerce; Elements and Resources Impacting E-Commerce and Changes; Types of E-Commerce Providers and Vendors; Opportunity Development for E-Commerce Stages; Development of E-Commerce Business Case; Components and Factors for the Development of the Business Case; Steps to Design and Develop an E-Commerce Website.</p>

6	Introductions to E-Marketing	<p>E-Marketing:</p> <p>Traditional Marketing; E-Marketing; Identifying Web Presence Goals – Achieving web presence goals, Uniqueness of the web, Meeting the needs of website visitors, Site Adhesion: Content, format and access; Maintaining a Website; Metrics Defining Internet Units of Measurement; Online Marketing; Advantages of Online Marketing.</p> <p>E-Customer Relationship Management:</p> <p>Customer Relationship Management (CRM) – Marketing automation, Enterprise customer management; Customer Relationship Management Areas; CRM Processes; Architectural Components of a CRM Solution – Customer’s information repository, Campaign management, Event triggers, business logic and rules repository, Forecasting and planning tools, Electronic Customer Relationship Management; Need, Architecture and Applications of Electronic CRM.</p> <p>Supply Chain Management:</p> <p>Supply Chain Management (SCM); Goals of SCM; Functions of SCM; Strategies of SCM; Electronic SCM and its benefits; Components of Electronic SCM; Electronic Logistics and its Implementation.</p>
7	Electronic Payment System	<p>Electronic Data Interchange (Introduction to EDI, EDI Architecture Financial EDI, Overview of the technology involved in EDI</p> <p>Introduction to EPS</p> <p>Application of Online payment system ,Introduction to EFT (Electronic Fund Transfer) Types of EFT (NEFT, RTGS), E-Payment Systems: Electronic Funds Transfer; Digital Token Based E-Payment Systems; Modern Payment Systems; Steps for Electronic Payment; Payment Security; Net Banking.</p> <p>Introduction to Digital Signature and Digital Certificates, Stages of SET Types of Payment System: Digital Cash, Electronic Cheque, Smart Card, Credit/Debit Card</p>

8	Introduction to M-Commerce	Definition, Need and Scope, Advantages and disadvantages of M-commerce, M-Commerce and its applications., Types of M-Commerce. Products and Services of M-Commerce, Mobile payment application. Difference between E-commerce and M-Commerce.
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Reference Books

- [1]. Computer Fundamentals by: Anita Goel, Pearson Education India ISBN: 9788131742136
- [2]. Connecting with Computer Science, by Greg Anderson, David Ferro, Robert Hilton, Course Technology, Cengage Learning, ISBN:9781439080351
- [3]. Fundamentals of Computer : For undergraduate courses in commerce and management, ITL Education Solutions Limited, Pearson Education, ISBN:9788131733349
- [4]. Introduction to Computer Science, 2/e, ITL Education Solutions Limited, Pearson Education, ISBN:9788131760307
- [5]. Frontiers of Electronic Commerce, Ravi Kalakota, Andrew B. Whinston, Pearson Education, ISBN:9788177583922
- [6]. Internet: The Complete Reference, Margaret Levine Young, Tata McGraw Hill Education Private Limited, ISBN: 9780070486997
- [7]. On the Way to the Web: The Secret History of the Internet and Its Founders, A. Banks, Apress Publication, ISBN: 9781430208693
- [8]. Computers and Commerce: A Study of Technology and Management at Eckert-Mauchly Computer Company, Engineering Research Associates, and Remingto, Arthur L. Norberg, MIT Press (MA), ISBN:9780262140904
- [9]. Essential of E-commerce technology By V. Rajaraman, Prentice Hall India Learning Private Limited ISBN 9788120339378
- [10]. E-commerce Fundamental and Application By Henry Chan ,Wiley ISBN:-978126514694
- [11]. Information Technology By Dr. Kishor Jagtap, Tech-Max Publications, Pune