B.Com. (Computer Application) IV
Internet and E-Commerce
Paper Code :

MM : 70

Unit – I
Internet : Evolution, Concepts, application of Internet, Internet Vs. Intranet, Growth of Internet, ISP, ISP in India, Types of connectivity – Dial-up, Leased line, DSL, Broadband, RF, VSAT etc. Methods of sharing of Internet connection, Use of Proxy Server.
Internet Services – USENET, GOPHER, WAIS, ARCHIE and VERONICA, IRC
Concept of Search Engines, Search engines types, searching the Web.
E-mail : Concepts, POP and WEB based E-mail, merits, address, Basics of Sending & Receiving, E-mail Protocols, Mailing List, Free E-mail services, e-mail servers and e-mail clients programs.

Unit-II
E-commerce – An introductions, concepts, advantages and disadvantages, Technology in E-commerce, Internet & E-business, Applications, Feasibility & various constraints. E-transition challenges for Indian corporate, the Information Technology Act 2000 and its highlights related to e-commerce. E-Commerce in India , Impact of E-commerce on industry, consumer and Society. Electronic Commerce-Frame work. M-commerce-Origin, components, development, applications

Unit-III
E-Business Models based on relationship f transaction parties. Business to Business, Consumer to Consumer, Consumer to Business, E-Business Models based on transaction types-Brokerage Model, Aggregator Model, Info-mediary model, Community Model, Value chain model, Manufacture model, Advertising Model, Subscription mode.
Electronic Data Interchange (EDI) – Evolution, uses, Benefits, Working of EDI

Unit-IV
Marketing concepts in e-commerce : Marketing concepts for internet marketing, e-commerce marketing and branding strategies, Online Marketing
Electronic Payment Systems : Overview of Electronic Payment Systems, Pre paid Electronic Payment Systems, Post paid Electronic Payment Systems
Internet Advertising : Importance and competitiveness, weakness, Models of advertising on internet E-commerce influence on Marketing : Product, physical distribution price, promotion, E-marketing tools

Unit –V
Security Technologies in E-commerce-Security problems in E-commerce, Reliability of E-commerce system, Data Encryption technology, Digital signature, Authentication technology, Firewall, protecting the network and services, Site Security.

Reference :
- Leon Alexin, Mathews Leon : Internet for Everyone, Leon Techworld

- Doing Business on the internet E-commerce : S. Jaiswal Galgotia Publication
- E-Business and E-Commerce Management III Edition – Pearson Education
- E-Commerce An Indian Perspective (Second Edition) – by PT Joseph, SJ Prentice-Hall of India
- Introduction to E-commerce-Zheng Qin

Practical List
- Steps to set and change computer name
- Steps to set and change work group name.
- Steps to include web-site in your favorite
- Steps to un-hide pop-up block
- Steps to show default workgroup name.
- Steps to set default gateways
- Steps to identify IP address.
- Steps to set URL as home page
- Steps to set IP address and subnet mask
- Steps to view network connection
- Steps to change font size of web content
- Steps to view the coding of web page
- Steps to enable/disable firewall
- Steps to turn on and turn off automatic updates.
- Steps to create e-mail account
- Steps to send e-mail
- Steps to add name in address book.