

Curriculum Design
Sri G.V.G Visalakshi College For Women (Autonomous)
 Affiliated to Bharathiar University
Department of Commerce (e-Commerce)
B.Com (e-Commerce)

Scheme of Examination - CBCS

(For the students admitted from the academic year 2017-2018 and onwards)

Sem	Course Code	Course Title	Inst Hours/ week	Examination				Credits
				Dur. Hours	CIA Marks	ESE Marks	TOTAL Marks	
I	117BT1/ 117MY1/ 117HD1/ 117FR1	Part I – Language – I	6	3	25	75	100	4
	117EN1	Part II – English – I	6	3	25	75	100	4
	117B01/ 117R01/ 117N01/	Part III Core I- Financial Accounting -I	5	3	25	75	100	4
	117N02	Core II- Fundamentals of e-Commerce	5	3	25	75	100	4
	117AN1	Allied I – Office Automation Tools – Practicals	6	3	40	60	100	4
	117EVS	Part IV – Environmental Studies	2	2	50	-	50	2
II	217BT2/ 217MY2/ 217HD2/ 217FR2	Part I – Language -II	6	3	25	75	100	4
	217EN2	Part II – English – II	6	3	25	75	100	4
	217B03/ 217R03/ 217N03	Part III Core III- Financial Accounting -II	5	3	25	75	100	4
	217N04	Core IV – Mobile Commerce	5	3	25	75	100	4
	217AN2	Allied II – Oracle and MySQL- Practicals	6	3	40	60	100	4
	217VEC	Part IV – Value Education	2	2	50	-	50	2
III	317B05/ 317R05/ 317N05	Part III-Core V.– Corporate Accounting	5	3	25	75	100	4
	317N06	Core VI – Visual Programming	4	3	25	50	75	3
	317B07/ 317N07	Core VII- Principles of Management	5	3	25	75	100	4

	317N08	Core VIII- Applications in Visual Programming – Practicals	5	3	40	60	100	4
	317AB3/ 317AR3/ 317AN3	Allied III – Mathematics in Business	6	3	25	75	100	4
	317NEC	Part IV – Non Major Elective – Mobile Commerce	2	2	50	-	50	2
	317BS1/ 317NS1	Part IV Skill Enhancement Course I – Business Application Tools: Image Editor-Practicals	3	3	75	-	75	3
IV	417B09/ 417N09/	Part III - Core IX - Company Law	5	3	25	75	100	4
	417B10/ 417R10/ 417N10/	Core X - Cost Accounting	5	3	25	75	100	4
	417N11	Core XI – Web Designing	5	3	25	50	75	3
	417N12	Core XII-Applications in Webpage Designing – Practicals	4	3	40	60	100	4
	417AB4/ 417AR4/ 417AN4	Allied IV- Statistics	6	3	25	75	100	4
	417NGA	Part IV – General Awareness and Information Security	2	2	50	-	50	2
	417BS2/ 417NS2	Part IV- Skill Enhancement Course II – Business Application Tools: Business Data Analytics using Excel –Practicals	3	3	75	-	75	3
	417ALN	Advanced Learners Courses - I Management Information System	-	-	-	100	100	4*
	517B13/ 517R13/ 517N13/ 517V13	Part III – Core XIII- E - Accounting – Practicals	5	3	40	60	100	3
	517B14/ 517R14/ 517N14/ 517V14	Core XIV- Income Tax	6	3	25	75	100	5

V	517N15	Core XV- Logistics Management	5	3	25	75	100	4
	517B16/ 517R16/ 517N16/ 517V16	Core XVI- Business Communication	5	3	25	75	100	4
	517NE1/ 517BE2/ 517RE2/ 517NE2	Elective I - e-Banking/ Retail Marketing	6	3	25	75	100	4

	517NS3	Part IV– Skill Enhancement Course III – Business Application Tools: Image Designing-Practicals	3	3	75	-	75	3
VI	617B17/ 617R17/ 617N17	Part III-Core XVII- Management Accounting	6	3	25	75	100	4
	617N18	Core XVIII – e-Commerce Technology	5	3	25	75	100	3
	617N19	Core XIX- Basic Programming in JAVA – Practical	4	3	40	60	100	4
	617NE3/ 617BE4/ 617RE4/ 617NE4	Elective II – e-Retailing/Service Marketing	6	3	25	75	100	4
	617NE5/ 617BE6/ 617RE6/ 617NE6	Elective III- e-Business/Digital Marketing	6	3	25	75	100	4
	617BS4/ 617RS4/ 617NS4	Part IV – Skill Enhancement Course IV – Business Application Tools: Business Skills– Practical	3	3	75	-	75	3
	617EX1/ 617EX2/ 617EX3/ 617EX4/ 617EX5	Part V – Extension Activities NCC/NSS/YRC/RRC/Games	-	-	50	-	50	2

617ALN	Advanced Learners Courses - II – Enterprise Resource Planning	-	-	-	100	100	4*
Total						3500	140

Starred credits are treated as additional credits which are optional.

Employability Courses: Green Color Font

Entrepreneurial Courses: Red Color Font'

Skill Development: Blue Color Font

Employability Courses:

B.Com (e-Commerce)

Semester I

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III - Allied I - Office Automation Tools - Practicals	Course Code: 117AN1
Semester: I	No. of Credits: 4
No. of hours : 90	P:78 T:12
CIA Max. Marks: 40	ESE Max. Marks: 60

Syllabus:

List of Practicals	(78 hours)
Ms Word	
<ul style="list-style-type: none">• Creating and formatting a document• Preparation of a Curriculum Vita• Design a student's mark sheet using table.• Preparation of Invoice• Send an Invitation to various colleges for the workshop using Mail Merge• Preparation of Advertisement	
Ms Access	
<ul style="list-style-type: none">• Prepare a Product Database• Prepare a Student Database• Create an Employee Database• Prepare a Customer Database	
Ms PowerPoint	
<ul style="list-style-type: none">• Prepare a slide Show for organizing a Seminar• Prepare a slide show for paper presentation.• Demonstrate a product using custom animation.• Prepare a presentation for organization structure of a company.• Prepare a presentation on Sports day event using hyperlink.	

B.Com (e-Commerce)

Semester III

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III – Core VIII Applications in Visual Programming - Practicals	Course Code: 317N08
Semester: III	No. of Credits: 4
No. of hours : 75	P: 65 T:10
CIA Max. Marks: 40	ESE Max. Marks: 60

(P: Practical, T: Tutorial)

Syllabus:

List of Practicals

(65 hours)

- Design a form for simple arithmetic calculation.
- Design a form as a simple calculator using control array.
- Design a form to change font size, font name, back colour and fore colour of content in a text box.
- Design a form for currency conversion.
- Design a form using combo box, option button- Student's details including marks and Result.
- Design a form using tree view and list view.
- Design a program to calculate depreciation under written down method.
- Design a program to animate a picture.
- Design a form for employee payroll using link from database.
- Design a form to create a banking system containing current account, fixed account and savings account. (Do the above process with the help of menu editor & data control consider Ms-Access as Back-End)

B.Com (e-Commerce)

Semester IV

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III – Core XII – Applications in Webpage Designing – Practical	Course Code: 417N12
Semester: IV	No. of Credits: 4
No. of hours : 60	P:52 T:08
CIA Max. Marks: 40	ESE Max. Marks: 60

(P: Practical, T: Tutorial)

Syllabus:

List of Practicals	(52 Hours)
<ul style="list-style-type: none">➤ Create a web page using different formatting tags.➤ Design an invoice using table tag.➤ Design a catalogue using list tag.➤ Insert and format image in HTML.➤ Design a web page for product description using hyper link.➤ Design an advertisement using frames.➤ Design a web page with a form.➤ Design a web site for a travel agency.➤ Design a company profile.➤ Create an e-Mail web site using Java Script.	

B.Com (e-Commerce)

Semester V

(For the students admitted from the academic year 2017-2018 onwards)

Course: Part III- Core XV- Logistics Management	Course Code: 517N15
Semester :V	No. of Credits: 4
Total Hours:75	C: 65 T:10
CIA Marks: 25	ESE Marks:75

Syllabus:

Unit I	(14 Hours)
Logistics Management: An introductory overview – Introduction – Definition - Activities of logistics functions – Improving effectiveness of logistics management - Integrated logistics support – Liquid logistics. Role of Supply Chain Management in logistics management: Introduction – Problems – Developments – Components - Bullwhip effect. Elements and dimensions of Supply Chain Management: Supply Network – Supply Chain Network – Supply Chain Risk Management - Global Supply Chain – Short Food Supply Chain – Supply Chain Diversification – Supply Chain Cyber Security - Supply Chain Sustainability.	

Unit II	(11 Hours)
Role of transportation in Logistics and Supply Chain Management (LSCM): The Basic Modes of transportation - Legal classification of carriers – Role – Documentation – Transportation charges. Mode of transportation: Rail transport – Road transport – Air transport – Water Transport – Ropeways.	

Unit III	12 hours
Containerization and multimodal transport : Container Classification – Multimodal transportation – New International Commercial Terms – Multimodal Transport Network System – Advanced System for Container Management – Containerization in India – Container Leasing – Container handling Systems and equipment – Maritime Frauds and Container Crimes – Private Sector Participation - Types of containers.	

Unit IV	14 hours
Warehousing: Introduction – Process – Strategic Warehousing – Warehouse Location – Functionality of warehouse – Service Benefits – Competitive Advantage – Classification of Warehouse – Warehouse designing – Size of warehouse – Warehouse operations. Packaging: Introduction – Protective functions of packaging – Packaging Materials – New emerging packaging alternatives – Packaging for Material Handling Efficiency. Communication – Bar Coding and RFID – Packaging Operations-Trends and advances. Material Handling: Introduction – Dimensions – Guidelines and Principles of Material Handling – Equipment for Material Handling – Factors in Material Handling Decisions.	

Unit V	14 hours
Organizing LSCM functions - LSCM functions integration and stages – Challenges facing LSCM Managers – Contemporary Concepts having Logistical Significance. The Place of LSCM – Past, Present and Future.	

Book for Study:

Unit	Name of the Book	Authors	Publishers With Edition
Unit I	Logistics Management	Dr.Sudhindra Nath Bose	A.P.H Publication corporation New Delhi Ed.2016
Unit II - V	Logistics Management	S.K.Bhattacharya	S.Chand and company Pvt.Ltd New Delhi Ed.2013

Books for Reference:

S.No	Name of the Book	Authors	Publishers With Edition
1.	Logistics Management	Satish C.Ailawasi & Rakesh P.Singh	PHI learning Pvt Ltd, New Delhi Ed.2013
2.	Logistics and Supply Chain Management	Dr.D.L.Natarajan	Margham Publications, Chennai, Ed.2014
3.	Logistics and Supply Chain Management	Ruchika Rajput	Vrinda Publications (P) Ltd. New Delhi Ed.2012

B.Com (e-Commerce)**Semester VI****(For the students admitted from the academic year 2017-2018 onwards)**

Course: Part III- Core XIX- Basic Programming in JAVA- Practicals	Course Code: 617N19
Semester :VI	No. of Credits:3
Total Hours:75	P:65 T:10
CIA Marks:25	ESE Marks:75

(P:Practical, T:Tutorial)**Syllabus:**

List of Practicals	(65 Hours)
<ul style="list-style-type: none"> ➤ Write a program to check whether a given number is prime or not. ➤ Write a program to check whether the given year is leap year or not. ➤ Write a Java applet to create Advertisement. ➤ Write a program to find and replace a word with a string. ➤ Write a program to prepare the mark list using Inheritance. ➤ Create a simple calculator applet that implements the four basic mathematical Function ➤ Write a JAVA applet to calculate the employees' payroll. ➤ Write a JAVA applet to create a spread sheet. ➤ Create a program to perform Banking Transactions ➤ Create a Program to display the resume of employees. 	

Entrepreneurial Courses:

B.Com (e-Commerce)

Semester I

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III - Core II - Fundamentals of e-Commerce	Course Code: 117N02
Semester: I	No. of Credits: 4
No. of hours : 75	C: 65 T:10
CIA Max. Marks: 25	ESE Max. Marks: 75

(C: Contact hours, T: Tutorial)

Syllabus:

Unit I (17 Hours)

Computers: Definition – Importance of Computers – Computer applications in various areas of business – Classification of computers – Computer System- Computer Virus. Development of computers and computer generations. Computer Number System.

Unit II (12 Hours)

Networks: Types of Networks – LAN – WAN – MAN – WLAN.
Internet: Evolution of Internet – Transmission of Information and Resources – TCP/IP – HTTP – Services of Internet.

Unit III (12 Hours)

e-Commerce: Definition – Difference between electronic commerce and traditional commerce – Advantages of e-Commerce – Disadvantages of e-Commerce - Classification of e-Commerce: B2B – C2B – C2C – B2E – B2G – Intra organizational e-Commerce.

Unit IV (12 Hours)

Framework and applications of e-Commerce: e-Commerce Framework – Building infrastructure for e-Commerce – Anatomy of e-Commerce – e-Commerce Applications - Planning and essentials of e-Commerce – Key elements for e-Commerce.

Unit V (12 Hours)

EDI: Introduction – Process of EDI – Working of EDI – EDI Components – Benefits of EDI – EDI Standards – EDIFACT – Internet based EDI – Value Added networks – EDI Implementations.
Consumer Electronic Commerce: Importance of B2C – Process in B2C – Consumer Electronic Commerce in India: E-tailing– Paid Content Subscription – Digital Downloads – Retailing Websites – Consumer Satisfaction in E-tailing.

Book for Study:

Unit	Name of the Book	Authors	Publishers with Edition
Unit I and II	A Text Book Of Information Technology	R.Saravana Kumar, R.Parameswaran and T.Jayalakshmi,	S.Chand and Co., New Delhi, Revised Edition
Unit III, IV & V	E-Commerce	Dr.K.Abirami Devi, Dr.M.Alagammai,	Margham Publications, Chennai, Reprint 2015

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	E-Commerce E-Business	Dr.C. Rayudu	Himalaya Publishing House, Mumbai, Revised Edition 2014
2.	E-Commerce – Concepts models strategies	C.S.V Murthy	Himalaya Publishing House, Mumbai, Revised Edition 2014

**II UG Course
Semester III**

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part IV – Non Major Elective Mobile Commerce	Course Code: 317NEC
Semester: III	No. of Credits: 2
No. of hours : 30	C:26 T:04
CIA Max. Marks: 50	ESE Max. Marks:

(C: Contact hours, T: Tutorial)

Syllabus:

Unit I	(5 Hours)
Introduction to Mobile Commerce-Scope of Mobile Commerce, Principles, Benefits, Limitations. Comparison of e-Commerce and M-Commerce-Impact of M-Commerce.	
Unit II	(5 Hours)
Mobile Commerce Services: Types of M-Commerce Services-Location Based Services-Information Services, NIT DoCoMo I-Mode, Mobile Portal.	
Unit III	(3 Hours)
Applications of Mobile Commerce-Financial Sector, Retail Sector, Tele Communication Sector, Entertainment Sector. Mobile Application Development-Software platforms, Software tools.	

Unit IV (6 Hours)

Mobile Commerce Technology: Wireless Communication-Wireless Service, Spectrum Allocation, Wireless System. Satellite Communication-Satellite Application. Mobile Communication System-Broad Band Technology-Wireless Broad Band Internet, Wireless Application Practical (WAP).

Unit V (6 Hours)

Mobile Payments-Characteristics-Models-Type of Mobile Payments. Mobile Computing: Applications of Mobile Computing-Challenges of Mobile Computing-Business Application of Mobile Computing.

Books for Study:

Unit	Name of the Book	Authors	Publishers with Edition
Unit I – V	Mobile Commerce	Karabi Bandyopadhyay	PHI Learning Private Ltd., Delhi, Edition 2013

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	E-Commerce and Mobile Commerce Technologies	Dr.U.S.Pandey,Er.Saurash Shukla	S.Chand & Company Ltd, New Delhi, Edition 2011
2	E-Commerce	Puja Walia Mann & Nidhi	MJP Publishers, 2011
3	Frontiers of electronic commerce	Ravi Kalakota, Andrew B.Winston	Pearson Education, Inc- Edition 2011

B.Com (e-Commerce)**Semester VI**

(For the students admitted from the academic year 2017-2018 onwards)

Course: Part III- Core XVIII-e-Commerce Technology	Course Code: 617N18
Semester :VI	No. of Credits: 4
Total Hours:75	C: 65 T:10
CIA Marks:25	ESE Marks:75

(C:Contact hours, T:Tutorial)

Syllabus:**Unit I (11 hours)**

Electronic Commerce Framework – Electronic Commerce and Media Convergence – The Anatomy of E-Commerce Applications – Electronic Commerce Consumer Applications - Electronic Commerce Organization Applications.

Unit II **(15 hours)**

Electronic Commerce: Information Distribution and Messaging: File Transfer Protocol (FTP) Application – Electronic Mail – World Wide Web – HTTP – Web server Implementation.

Electronic Commerce: Search Engines and Directory Services: Introduction – Information Directories – Search Engines – Search Engine Marketing – Formulating a Good Search Engine Strategy.

Unit III **(16 hours)**

Multimedia and Digital video: key multimedia Concepts – Digital Video and Electronic Commerce – Desktop Video Processing – Desktop Video Conferencing

Broadband Telecommunication: Broadband Background concepts: Frame Relay – Cell Relay – Switched Multimegabit Data Service – Asynchronous Transfer Mode.

EDI Implementation, MIME, and Value-Added Networks: Standardization and EDI – EDI Software Implementation – EDI Envelope for Message Transport - Value-Added Networks – Internet Based EDI.

Unit IV **(11 hours)**

Network Security and Firewalls: Client Server Network Security – Emerging Client Server Security – Firewalls and Network Security – Data and Message Security – Challenge – Response Systems – Encrypted Documents and Electronic Mail.

Unit V **(12 hours)**

Legal and Ethical Issues: Ethical Issues in the Digital Economy – Computer as target for Crime – Cyber stalking - Cybersquatting – Privacy Risk in Internet Age – Phishing – Application Fraud – Skimming – Copyright – Internet Gambling – Threats to children – Special Nature of Computer Ethics.

e-Commerce Laws and Taxation Issues: The Legal Environment of Electronic Commerce – Information Technology Act,2000 – IT (Amended) Act, 2008 – Issues of Taxing Electronic Commerce – Use and Protection of Intellectual Property – Trade Mark Issues – Online Crime, Terrorism and Warfare.

Book for Study:

Unit	Name of the Book	Authors	Publishers with Edition
Unit I, III & IV	Frontiers of Electronic Commerce	Ravi Kalakota Andrew B. Whinston	Pearson Education, Inc. Ed.2013
Unit II	Electronic Commerce Framework Technologies and Applications	Bharat Baskar	McGraw Hill Education (India) Pvt. Ltd, New Delhi, Ed. 2013
Unit V	E-Commerce An Indian Perspective	P.T.Joseph,S.J.	PHI Learning Private Limited, New Delhi, Ed. 2015

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
------	------------------	---------	-------------------------

1.	Essentials of E-Commerce Technology	V.Rajaraman	PHI Learning Private Limited, New Delhi, Ed. 2011
2.	E-Commerce	S.V.Srinivasa Vallabhan	Vijay Nicole Imprints Private Limited, Chennai, Ed. 2015
3.	E-Commerce Concepts and Applications	Nidhi Dhawan	International Book House Pvt.Ltd Ed.2011

**B.Com (e-Commerce)
Semester VI**

(For the students admitted from the academic year 2017-2018 onwards)

Course: Part III- Elective III- e-Retailing	Course Code: 617NE3
Semester :VI	No. of Credits: 4
Total Hours:90	C:78 T:12
CIA Marks:25	ESE Marks:75

(C:Contact hours, T:Tutorial)

Syllabus:

Unit I

15 hours

Retailing- Definition – Features – Retailing transactions with and without merchandise - Retail marketing – Need for strategic approach – Different kinds of loyalty - Relationship marketing – Communication Programmes – Importance of retailing – Organized retailing in India-Strategies of shoppers stop in retailing-Functions of retailing – Types of retailers.

Unit II

(16 Hours)

e-Retailing: Definition – Information and Communication Technology (ICT) – Role and advantages of ICT. E-Marketing: Objectives – Effects of e-Mode of Marketing – Importance of e-Marketing - Guide to e-retailing resources-Disciplines with e-retailing-Different modes of retailing-Advantages of e-retailing- Shortcomings of e-retailing-Success factors for e-retailing.

e-Retailing applications: e-retailing elements-application-online merchandising technique-online brand management-online advertising terminology-online purchasing.

Unit III

(15 Hours)

e-Retailing current trends-analysis and measures-current status of online retailing- criticality and statics of e-retailing-continuing trends of e-retailing-retail business and e-retailing-e-retailing across the global-Impact of FDI in retailing.

Unit IV

(16 Hours)

Competitive strategy for e-Retailing-customer care – CRM - CRM Cycle - Myths about CRM - Foundation of CRM - Online Pricing.

Logistics and Supply chain Management: Key areas in Logistics – Benefits of SCM. Strategies for consumer integration.

Unit V

(16 Hours)

ECRM: CRM Vs ECRM – Justifying ECRM – Metrics in customer service and CRM – Tracking customer behaviour – One to One Marketing – Mass Customization – Encouraging Customer Contacts – CRM applications - Challenges of Internet Retailing adoption in India.

Book for Study:

Unit	Name of the Book	Authors	Publishers with Edition
Unit I	Retail Marketing	Dr. L.Natarajan	Margham Publications Chennai. Reprint – 2015
Unit II to V	e-Retailing Principles and Practice	D.P.Sharma	Himalaya Publishing House, Mumbai, Edition 2015.

Book for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1	Retailing and e-Tailing	S.L.Gupta,RameshMittal,Ruchi Nayyar	International Book House Pvt Ltd., Edition 2011
2	Retail Marketing	Dr.L.Natarajan	Margham Publication, Chennai Edition 2015

B.Com (e-Commerce)**Semester VI****(For the students admitted from the academic year 2017-2018 onwards)**

Course: Part III- Elective V – e-Business	Course Code: 617NE5
Semester :VI	No. of Credits: 4
Total Hours:90	C: 78 T:12
CIA Marks:25	ESE Marks:75

(C:Contact hours, T:Tutorial)**Syllabus:****Unit I****(16 Hours)**

e-Business: Introduction - e-Business Vs e-Commerce – characteristics – elements – roles and their challenges – requirements – impacts – inhibitors. e-Business strategy: Introduction – Relationship between e-business and other organization strategies – strategic positioning – levels – strategic planning process – strategic alignment.

Unit II**(16 Hours)**

e-Business relationships: modeling interdependence activities - The value chain -Businessprocess and their management. Types and characteristics of e-Business relationships.

e-Business technological infrastructure: Technical e-Business challenges – Client server technology - web technology and applications.

Unit III**(15 Hours)**

e-Procurement: Introduction- The Purchasing Process-Development in Purchasing-IT and Purchasing - e-Procurement Models - Components of e-Procurement System - Internet Based e- Catalog System - Catalog Aggregation – Auctions - e-Procurement Solutions.

Unit IV**(15 Hours)**

e-Business integration: Business Process and e-Business Integration-Business Process Integration - e-Processes - Overview of e-Business integration - Topologies for e-Business integration - workflow, BPM, EAI and e-Business.

Unit V

(16 Hours)

Integration Challenges: The Semantic interoperability Problem - Business Integration Patterns and their Implications - e-Business requirement revisited - Comparison between e-business and EAI.e-Business environment: International issues – Ethical issues – Legal issues. Internet book shops, grocery supplies – electronic newspapers – virtual auctions.

Book for Study:

Unit	Name of the Book	Authors	Publishers with Edition
Unit I - IV	E-Business Organizational and Technical foundations	Michael P.Papazoglou Pieter M.A. Ribbers	John Wiley and sons Ltd , New Delhi, Edition 2012
Unit V	e-Commerce	Dr. K.Abirami Devi, Dr.M.Alagammai	Maragham Publications,Chennai, Edition 2014

Book for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	e-Commerce strategy, Technologies and applications	David Whiteley	Tata McGraw – Hill, Chennai, Edition 2013.
2.	e-Commerce e-Business	Dr.C.S.Rayudu	Himalaya Publishing House, Mumbai, Edition 2012.

Skill Development Courses:

B.Com (e-Commerce)

Semester II

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III - Allied II – Oracle and MySQL – Practicals	Course Code: 217AN2
Semester: II	No. of Credits: 4
No. of hours : 90	P:78 T: 12
CIA Max. Marks: 40	ESE Max. Marks: 60

(P: Practical, T: Tutorial)

Syllabus:

78 hours

List of practicals:

- Create a customer table with the fields of customer number, name, address, city, pin code and insert the details of customers and perform select, update and delete operations.
- Create a customer table and add the fields state and phone number to an existing customer table and insert necessary values .

- Create a student table with fields register number and name and create another table mark with fields register number and mark of 3 subjects. Merge the two tables and display all the information in the table Report.
- Create a table for product mix with the fields product number, product name and date of the manufacturing. Display the above information in the ascending order of the field sales. The date of manufacturing should be displayed in the format “DD/MM/YY”.
- Create a table named Account Details having three fields Account number, Branch number and Current balance from the source table named Account_ master and rename the field Current balance to Balance.
- Drop the table.
- Write a PL/SQL block to perform employees’ payroll calculation.
- Create a table with fields’ employee number, employee name and salary. Write a PL/SQL code for inserting a record in the table and then update the content of the fields’ salary based on the condition when the employee number is 101 change the salary to Rs.75, 000.
- Write a PL/SQL block to perform the splitting operation on a table.
- Create a table that contains the student information and write a PL/SQL block to find the total, average marks and result.

**B.Com (e-Commerce)
Semester III**

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course: Part III - Core VI – Visual Programming	Course Code: 317N06
Semester: III	No. of Credits: 3
No. of hours : 60	C : 52 T: 08
CIA Max. Marks: 25	ESE Max. Marks: 50

(C: Contact hours, T: Tutorial)

Syllabus:

Unit I: (11 Hours)
Integrated Development Environment: Menu bar, tool bar, Project Explorer, Properties Window, Tool box and Code Window. Declaring Constants, Variables, Arrays, Subroutines and Functions. Handling Strings, Operators, Date and Time, Financial Data. Looping.

Unit II (10 Hours)
Managing Forms: Forms, MDI Forms, Adding tool bar and Status bar to forms, working with multiple forms, opening and arranging MDI Child Windows. Creating Dialog Boxes: Message Boxes and Input Boxes.

Unit III (11 Hours)
Basic and Enhanced Controls: Text Boxes and Rich Text Boxes, List Boxes and Combo Boxes, Picture Boxes and Image Control, Command Button, Option Button, Check Boxes.

Unit IV (10 Hours)
Tree View, List View, Status bar, Progress Bars, Chart and Grid Control, Timer Control, Working with Graphics.

Unit V (10 Hours)
Databases: Creating and managing database with DAO.

Book for Study:

Unit	Name of the Book	Authors	Publishers with Edition
Unit I - V	Visual Basic 6.0	Holzner(Steven)	Dream Tech Press, edition 2013

Book for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Visual basic 6.0 from ground up	Gary Cornell	Tata McGraw Hill Publication, Edition 2012
2.	Visual Basic 6	Sanjeev Sharma&	EXCEL BOOKS, EDITION 2009
3.	Visual Basic 6.0	Steve Brown	BPB Publications

B.Com (e-Commerce)**Semester IV****(For the students admitted during the academic year 2017 – 2018 and onwards)**

Course: Part III – Core XI – Web Designing	Course Code: 417N11
Semester: IV	No. of Credits: 4
No. of hours : 75	C:65 T:10
CIA Max. Marks: 25	ESE Max. Marks: 75

(C: Contact hours, T: Tutorial)**Syllabus:**

Unit I	(13 Hours)
Internet Basics – Basic Concept – Communicating on the Internet – Internet domains – Internet server identities – Establishing connectivity on the Internet – IP Addressing – TCP/IP and its services – World Wide Web – FTP – TELNET.	

Unit II	(13 Hours)
Introduction to HTML: Information Files Creation - Web Server - Web Client/Browser - Tags. Lists: Types of Lists - Adding Graphics to HTML documents –Tables.	

Unit III	(13 Hours)
Linking Documents –Links - Images as hyperlinks – Frames - Dynamic HTML - Cascading Style Sheets – Class - Layers.	

Unit IV	(13 Hours)
Introduction to JavaScript: JavaScript in web pages - Writing JavaScript into HTML – Basic Programming Techniques - Functions in Java Script - Placing Text in a Browser.	

Unit V**(13 Hours)**

The Java Script document object model: Java Script assisted Style sheets – Web Page HTML object hierarchy.

Books for Study:

Unit	Name of the Book	Authors	Publishers with Edition
Unit I – V	WebEnabled Commercial Application Development Using HTML, DHTML, JavaScript, Perl CGI.	Ivan Bayross	BPB Publications, New Delhi, Edition 2014.

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Java Script	Danny Goodman, Michael Morrison, Paul Novitski, Tia Gustaff Rayl	John Wiley & Sons, Inc., Edition 2010
2.	Web Commerce Technology handbook	Daniel Minoli & Emma Minoli	Tata MC Graw Hill Publishing Company Ltd, New Delhi Edition 2013
3.	Principles of Web Design	Joel Sklar	Cengage Learning India Pvt Ltd, Edition 2015

B.Com (e-Commerce)**Semester V****(For the students admitted from the academic year 2017-2018 onwards)**

Course: Part III- Elective I - e-Banking	Course Code: 517NE1
Semester :V	No. of Credits:4
Total Hours:90	C: 74 T:12 S:4
CIA Marks:25	ESE Marks:75

(C:Contact hours, T:Tutorial, S:Seminar)**Syllabus****Unit I:****(13 Hours)**

Commercial banking - Classification of banking - Banking system - Universal Banking – Functions -Role of Banks in Economic Development. e-Banking – Meaning – Services of e-Banking - e-Banking and financial services – Benefits – Initiatives and Opportunities –Types of risks.

Unit II**(15 Hours)**

Internet Banking Vs Traditional Banking – Mechanics of Internet Banking – Major issues of Internet Banking – Indian scenario – Future Outlook. Mobile Banking: Meaning – Definition – Features – Registration Services – Security issues.

Telephone Banking: Meaning – Definition – Features – Mechanism – Banking facilities - Telephone Banking System – Drawbacks. Call centers.

Unit III**(15 Hours)**

ATM –Concept – Features – ATM Pin – Biometrics-On and Offline operation - ATM Types – ATM Mechanism – ATM functions - Importance of ATMs - International ATM - Indian Scenario.

Electronic Money – Categories – Merits – Mode of Issue and Implications – Apprehensions – E-Money and Monetary Policy- Policy issue for RBI

Unit IV**(16 Hours)**

Electronic Fund Transfer System: Steps – Benefits. Banking and Technology: Importance of Technology in banking Industry – Delivery Channels of Banking Sector. Electronic Banking in India: RTGS – NEFT-NSS-SFMS-SWIFT.

Unit V**(15 Hours)**

Electronic Payment System: Features-Process– Methods of payment. INFINET: Features– Mechanism - Factors – Benefits - Application of INFINET.

Book for Study:

Unit	Name of the Book	Authors	Publishers with Edition
Unit I,II,III & V	Banking Theory Law & Practice	Dr.S.Gurusamy	S Chand and Sons, New Delhi, Edition 2014
Unit IV	Indian Banking	S.Natarajan & R.Parameswaran	S.Chand & Co Ltd, New Delhi, Edition 2013

Books for Reference:

S.No	Name of the Book	Authors	Publishers with Edition
1.	Banking Principles and Operations	M.N.Gopinath	Snow White Publication Private Ltd, Mumbai. Edition 2017
2.	Banking Theory, Law and Practice	E.Gordon & Dr. K.Natarajan	Himalaya Publishing house, New Delhi. Edition 2014

B.Com (e-Commerce)**Semester V****(For the students admitted from the academic year 2017-2018 onwards)**

Part IV Skill Enhancement Course IV: Business Application Tools –Image Designing -Practicals	Course Code: 517NS3
Semester: V	No. of Credits: 3
No. of hours : 45	T: 6 P: 39
CIA Max. Marks: 75	ESE Max. Marks: -

(T: Tutorial, P: Practical)**Syllabus:**

List of Practicals	(39 hours)
<ul style="list-style-type: none"> • Design a program using text and object (text tools, transformation of text and object, apply various format and style). • Create a program using image (import image, alignment and apply image effects). • Design a product and logo for a company (drawing tools and frames). • Place graphic to an image. • Design a business card. • Design an invitation for inauguration of an organisation. • Design a newsletter. • Design a banner for a function with pictures. • Design a cover page of a magazine. • Design an advertisement copy. 	

