

G.S. College of Commerce & Economics (Autonomous College),
South Civil Lines, Jabalpur (M.P.)
Department of Computer

B.Com II Year Syllabus recommended by Board of Studies

Internal Max. Marks : 10
Min. Pass Marks : 03

Main Exam Max. Marks : 40
Min. Pass Marks : 14

B.A/B.Com/B.Sc. (Computer Application) Second Year

First Paper

Paper Code - CA-201
Paper Name - Internet and E-Commerce

Maximum Marks: 40

Course Objectives:

1. To review the basic concepts and functional knowledge in the field of computer application.
2. To expose the students to computer application in the field of Business.

Unit I

Internet: Evolution, Concepts, 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, Web Servers, TCP/IP and other main protocols used on the Web.

E-Mail: Concepts of e-mailing, 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 client programs.

Unit II

Introduction to E-Commerce: Emergence of the Internet, Commercial use of the Internet, Emergence of World Wide Web, Advantages and Disadvantages of E-Commerce, Transition to E-Commerce in India, E-Commerce opportunities for Industries.

Unit III

Models: Business Models for E-commerce, Models based on Relationship of Transaction parties: B2C, B2B, C2C, C2B; Models based on the Relationship of Transaction types, Brokerage Model, Aggregator Model, Infomediary Model, Community Model, Value Chain Model, Manufacturer Model, Advertising Model, Subscription Model, Affiliate Model.

Unit IV

E-Marketing versus Traditional Marketing: Identifying Web Presence Goals, Browsing Behavior Model, Online Marketing, E-advertising, Internet Marketing Trends, E-branding and E-Marketing strategies.

Unit V

E-Security: Information system security, security on the internet, E-business risk management issues, information security environment in India.

E-Payment Systems: Digital payment requirements, Digital Token based e-paymentsystems, properties of Electronic cash, risk and e-payment systems and designing e-payment systems.

Secure Business, Web store, Online Payment, Internet Banking. Security- E-commerce security issues, Cryptography, Digital Signature & Authentication protocol, Digital Certificates. Online Security, Secure Electronic Transaction (SET) .

Text Books and reference books:

1. Internet for Everyone by AlexinLeon and Mathews Leon
2. Doing Business on the Internet: E-Commerce by S. Jaiswal
3. E-Business and E-commerce Management, 3rd Edition by Pearson Education
4. E-Commerce: An Indian Perspective, 2nd Edition by P.T. Joseph
5. Introduction to E-Commerce by Zheng Qin
6. E-commerce Development: Business to Business by WP Publishers
7. Frontiers of Electronic Commerce by R. Kalakota
8. E-business: Roadmap for success by R. Kalakota
9. Electronic Commerce by Gary P. Schneider
10. The E-Business Revolution by Daniel Amor

Instruction to Paper Setter:

Question Paper should be framed in both English and Hindi version.

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B.A/B.Com/B.Sc. (Computer Application) Second Year

Second Paper

Paper Code - CA-202

Paper Name - Relational Database Management System

Maximum Marks: 40

Course Objectives:

1. To review the basic concepts and functional knowledge in the field of computer application
2. To expose the students to computer application in the field of Business.

Unit I

Evolution of Database technology, File-Oriented System, Database System, Client Server Platforms. Database System in the Organization: Databases and Data sharing, Strategic database planning, Management control, Risks and cost of database, Logical and Physical data representation.

Unit II

Database Development Life Cycle (DDL), Principles of Conceptual Database Design, Objects, Specialization, Generalization, Relationship, Cardinality, Attributes. Relational data model: Fundamental Concepts, Normalization process (1NF, 2NF, 3NF, BCNF, 4NF), Transforming Conceptual Model to a Relational Model.

Unit III

Relational Algebra, Relational implementation with SQL, Introduction, Data Definition language (DDL), Data Manipulation Language (DML), Data Control Language (DCL), Transaction Control Language (TCL), Schema and table definition, SQL functions: Mathematical functions, Group functions, View definition: Introduction, Command to create a VIEW.

Unit IV

Physical, storage media, Disk performance factors Data storage format file organization and addressing methods implementing, Managing the Data base environment - Database administration and control, DBA functions, goals, integrity, security and recovery.

Unit V

Introduction to SQL: Components of SQL, DDL, DML, Query Language, DCL, TCL, SCL etc. Invoking sql*plus. The oracle data types two dimensional matrix creation. Insertion,

update, deletion operations, the many faces of SELECT command, creating tables using query, inserting data using query, modifying the structure of tables, renaming tables, dropping tables, dropping columns, logical operators, range searching, pattern matching, use of Alias, Oracle Functions. Accessing data from multiple tables. Set operations: Union, Intersect, Minus. Data Constraints: I/O constraints, Business Rule constraints. Grouping data from tables. Joins: Equi-join, Self-join, Sub-Queries. Views, Sequences, Synonyms, use of savepoint, ROLLBACK&COMMIT commands, creating user accounts, granting permission, revoking permission.

Text Books and Reference Books:

1. Database Management & Design by G. W. Hansen & J. V. Hansen
2. Database System Concepts by Silberschqtz, Korth&Sudarshan
3. SQL, PL/SQL: The Programming Language of Oracle by Ivan Byross
4. Introduction to Database Systems by C. J. Date
5. Oracle: The Complete Reference by Oracle Press
6. SQL/PL-SQL by P. S. Deshpande

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Internet and E-Commerce

1. To set and change computer name.
2. To set and change work group name.
3. To include web-site in your favorite.
4. To un-hide pop-up block.
5. To show default workgroup name.
6. To set default workgroup name.
7. To set default gateways.
8. To identify IP address.
9. To set URL as home page.
10. To set IP address and subnet mask.
11. To view network connection.
12. To change font size of web content.
13. To view the coding of web page.
14. To enable/disable firewall.
15. To turn on and turn off automatic updates.
16. To create e-mail account.
17. To send e-mail.
18. To add name in address book.

SQL

1. Create table for student information like name, age, add, phone, class, college, etc.
Using
2. Create table command.
3. Insert data into tables using both types of insert commands.
4. Add another column into database using modify command.
5. Select particular type of data using select command using like, functions etc.
6. Create another table from old table.
7. Run commands like DROP table, ROLLBACK, EDIT, DESC, /, etc.
8. Apply nested queries by joining two tables & select particular data item from both tables.
9. Arrange columns data items in ascending or descending order.
10. Create view & Indexes on table.
11. Join tables using join Command.
12. Create client table with following fields-cid, cname, cadd, city, state and insert 10 records
13. Create customer table with following fields-cust_id, cust_name, cust_add, city, state and insert 10 records and apply the following constraints *NOT NULL, *Primary Key, *Check Constraint, *Unique
14. Select two fields from the table using following clauses *Order by, *Distinct.
15. Select fields from the table and apply oracle functions like *AVG(), *MAX(), *MIN(), *COUNT(), *ABS(), *POWER(), *ROUND()
16. Apply the WHERE clause on Client(cid, cname, salary, cadd, city, state) table with 1.SELECT 2. DELETE 3. To insert data into some other table.
17. Create a table and apply ALTER TABLE command on the table.
18. Retrieve client information like cust_id, cust_name, city for customers where field city= Delhi or Baroda.
19. Create tables and relate them by using foreign key and reference table.