SEMESTER-III (Pool-B)

COURSE NAME : COMPUTER APPLICATION IN COMMERCE & ECONOMICS

(CHOI-B24)

Number of Credit: - 02   **Maximum marks: 50**

Course objective: The paper aims at creating awareness among the students regarding the computer applications in the field of economics . The course will be beneficial for the students aiming towards making career in government   and private sector like IT, E- Commerce and Banking.

Unit-I

Introduction to Computers Computer fundamentals; Components of a personal computer system; Input output devices.

Unit-II

IT Application in commerce, finance & economics : E-Commerce: Meaning and Definitions; E-Commerce, E-Business and E- Transaction.

Unit-III

E-Commerce Vs. Traditional Commerce; Scope of E-Commerce; Business Models of ECommerce-B2B and G2B; On line Shopping and Malls.

Unit-IV

Web Advertising; Electronic Trading and marketing; Electronic payment System. Electronic Transactions- Security, Digital Electronic, Digital Certificate; Encryption, Signature, Authentication and Validation of Transaction Processing; Debit Cards, Credit Cards; Electronic Funds Transfer, On Line Banking. Use of

Unit-V

Internet in   economic research, online resources and databases on economy.

Basic Reading List

* Sinha, P.K. (1992), Computer Fundamental, BPB Publications, New Delhi.
* Marketing Research by Kinnear and Taylor, McGrawhill.
* Gupta, S.C. and V.K. Kapoor (1983), Fundamentals of Applied Statistics, S. Chand and Sons, New Delhi. * Huda, R.P.,
* Koutsoyanis, A, An Introduction to Econometrics,
* Intrilligator, M.D. (1978), Econometric Models, Techniques and Applications, Prentice Hall,Englewood Cliffs
* N.J.Greenstein, Marilyn and Fein Man, M. Todd, Electronic Commerce: Security, Risk Management, and Control, Tata McGraw Hill, New Delhi.

Additional Reading List
* Rajaraman, V. (1996), Fundamentals of Computers, Prentice Hall of India, New Delhi.
* Lipschultz, M.M. and S. Lipschultz (1982), Theory and Problems of Data Processing, Schum's Outline Series, McGraw Hill, New York.
* David Whiteley, E-Commerce: Strategy, Technologies and Applications, Tata McGraw Hill, New Delhi.