SARDARPATEL UNIVERSITY
Programme: B.Com. Semester: VI
Syllabuswith effectfrom: June-2018
Third YearB.Com.

Semester- V I

Paper Code:UB06ECOM17 **Total Credit: 3**

Title of Paper: Computer Application- XI

 E-Marketing,E-governance

Weightage of Marks: Theory (50%) + Practical (50%)

Objectives:
 i.   To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.
 ii. To provide computer skills and knowledge for commerce students and to enhance the student understands of usefulness of information technology tools for business operations.
 iii. Understanding of basic business management concepts as well as basic technical concepts relating to E-Commerce, M-commerce, cybercrime, IT Act, E-Marketing, E-Governance.

Unit	Descriptionin Detail	Weightage (%)
I	**M-Commerce:** Introduction of WAP ,What is M-commerce, Characteristics of M-commerce, Features of M-commerce, Different Between E-Commerce and M-commerce, Advantages of M-Commerce, Limitation(Disadvantages) of M-Commerce ,Uses Of M-Commerce, study of Different Mobile APP, Use of Mobile APP like Paytm, AmajonPay,Airtal-Pay,sbi-buddy,Jio-Money, SBI - Yono..etc	25%
II	**Cyber Crimes and IT Act 2000** Introduction, Cyber Crime: Meaning and Definition, Meaning of Crime, Meaning of Cyber Crime,Types of Cyber crime **Classifications of Cyber Crimes** 1. Cyber Crime Against Person; 2. Cyber Crime Against Property; 3. Cyber Crime Against Government ; 4. Cyber Crime Against Society. Causes of Cyber Crime , Impact and Effects of Cyber Crimes **Hacking:** Introduction, History of Hacking, What is Hacker?, Types of Hacker(White Hat, Black Hat, Gray Hat), Ethical Hacking. **Information Technology Act , 2000** Introduction , Objectives of Information Technology Act , 2000, Applicability of Information Technology Act - 2000, Information Technology (Amendment) Act , 2008, Limitation of Information Technology Law	25%

III	**E-Marketing:** Meaning, Traditional Marketing, Different between E-Marketing and Traditional Marketing, Uses of Marketing, Advantages of E-Marketing	25%
IV	**Introduction to E-governance** Study and use of Different E-governance services on Digital Gujarat / Digital India like Citizen Services, PAN Card, Digital Locker, Election ID, Vehicle Registration Details, Aadhar Card, Property Card, study of APP like UMANG	25%

Practicals: Practicalsare based on above Units. (Weightage 50%) – Two Practical periods per week per batch

Reference Books/Suggested Readings:

- E-COMMERCE: A Managerial Perspective, P.T. Joseph, PHI, fifth printing
- E-Commerce Concept Model And Strategy, C.S.V. Murthy, Himaliya Publishing
- E-Commerce, Jibitesh Mishra, Macmillan Publishers India
- E-Commerce - An Indian perspective 3/e, P. T. Joseph, PHI Publication
- Kenneth C. Laudon and Carlo GuercioTraver, E-Commerce, Pearson Education.
- TN Chhabra, E-Commerce, DhanpatRai& Co.
- SushilaMadan, E-Commerce, Taxmann
- E-Commerce Bussiness technology society-kenneth c. Laudon.carolguercioTraver-Pearson
- Cybercrime- Vishwakarma Publication-Dr. Deepak Shikarpur..
- M-Commerce-Fundamental of Mobile Commerce System- Colin Combe
- E-Commerce Bussiness technology society-kenneth c. Laudon.carolguercioTraver-Pearson
- Hacker eye, By- Ashikali.M.Hasan- Computer World Publication.
- PDF-Cyber_Crime_Law_and_Practice
- PPT-Information-Technology-Act 2000- An overview-sethassociatesppt
- Digitalindia.gov.in.