

E-Commerce and Digital Marketing

Paper I : Information Technology (IT) in Business

Paper II: Enterprise Resource Planning

Paper III: Cyber Laws

Paper IV: Practical Training Based Project Report

Paper- I: Information Technology (IT) in Business

Course Code:

Paper Code:

Course Title: Information Technology (IT) in Business

Learning objective: The objective of this paper is to make the students understand the concept and various aspects of Information Technology (IT) in Business.

Details

Unit- I: Introduction to IT in Business, IT and Business Transformation, MIS, DSS and Knowledge Management Systems, Recent Trends in IT.

Unit- II: IT strategy and competitiveness, IT and Computer Networks, Internet and www, Mobile Communication.

Unit- III: IT infrastructure in organizations, Hardware and Software Systems, Operating System- functions, Application Softwares.

Unit- IV: Database Management Systems, Types of Data Processing Systems, Types of Database hierarchical network & relational, Basics of data warehouse.

Unit- V: Data Communication concepts, Transmission Modes Communication Media, Network components- Bridge, Router, gateway.

Books Recommended

1. P.K. Pandey, Information Technology Tools & Network Basics, T- Balaji.
2. O.P. Wali, IT for Management, Wiley.

Paper- II: Enterprise Resource Planning

Course Code:

Paper Code:

Course Title: Enterprise Resource Planning

Learning objective: The objective of this paper is to make the students understand the concept and various aspects of Enterprise Resource Planning.

Details

Unit- I: Introduction of ERP, origin and need for an ERP system, Benefits of an ERP system, Reasons for growth of ERP.

Unit- II: Roadmap for successful implementation, ERP implementation, Business Process Reengineering, ERP for small business, ERP implementation life cycle.

Unit- III: ERP tools and software, ERP selection methods and criteria, ERP selection process, ERP for make to order companies, GAP analysis.

Unit- IV: ERP in manufacturing, CAD/CAM, JIT Quality Management, Role of ERP in purchasing, Role of ERP in Inventory Management.

Unit- V: Role of ERP in CRM, Role of ERP in HRM, Role of ERP in Finance.

Books Recommended

1. Lurai F. Motivalla and Jeff Thompson, Enterprise System for Management. Pearson Education.
2. Ravi Shankar and S. Jaiswal, Enterprise Resource Planning, Galgotia Publication Pvt. Ltd.

Paper- III: Cyber Laws

Course Code:

Paper Code:

Course Title: Cyber Laws

Learning objective: The objective of this paper is to make the students understand the concept and various aspects of Cyber Laws.

Details

Unit- I: Introduction to cyber world, Introduction to Indian cyber world, need for cyber laws, Electronic Contracts- features, formation.

Unit- II: Digital signatures, Cyber Crimes- Hacking, Digital Forgery, Terrorism cyber theft, defamation, Denial of service, Digital Payment Systems.

Unit- III: Overview of IPR, copyright and cyber space, ICANN Domain name, Trademark and cyberspacy, cyber squatting, copyright and WIPO treaties.

Unit- IV: Penalties and offences under IT Act. 2000.

Unit- V: Investigation and adjudication of cyber crimes, cyber tribunal and Appellate Tribunal.

Books Recommended

1. Vasu Deva, Cyber Crimes and Law Enforcement, Commonwealth Publishers, New Delhi.
2. S.R. Bhansali, Information Technology Act. 2000, University Book House.

Paper- IV: Practical Training Based Project Report

Course Code:

Paper Code:

Course Title: Practical Training Based Project Report

Learning objective: The objective of this paper is to make the students understand the concept and various aspects of Practical Training based Project Report.

Details

A student is required to submit a report based on relevant case laws relating to E-Commerce or Digital Marketing.

Time Duration for Project Report will be 45 Days.

Marks

- I- Project Report 50 Marks
- II- viva voce 50 Marks