Department of Higher Education, Government of Madhya Pradesh
Yearly Syllabus for Undergraduates
As recommended by Central Board of Studies of Computer Application
Approved by H E the Governor of Madhya Pradesh
Session 2017-18 onwards

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 ofconnectivity, Dial-up, leased line, DSL, Broadband, RF, VSAT etc., Methods of sharing of Internetconnection, 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-mailProtocols, 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 toE-Commerce in India, E-Commerce opportunities for Industries.

Unit III

Models: Business Models for E-commerce, Models based on Relationship ofTransaction parties: B2C,B2B,C2C, C2B;Models based on the Relationship of Transactiontypes, 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 riskmanagement 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,3rdEdition 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 Databasetechnology, File-Oriented System, Database System, Client Server Platforms.Database System in the Organization: Databases and Data sharing, Strategicdatabase planning, Management control, Risks and cost of database, Logical andPhysical data representation.

Unit II

Database Development Life Cycle(DDLC), Principles ofConceptual 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, Relationalimplementation with SQL, Introduction, Data Definition language (DDL), DataManipulation Language (DML), Data Control Language (DCL), Transaction Control Language(TCL), Schema and table definition, SQL functions: Mathematicalfunctions, Group functions, View definition: Introduction, Command to create a VIEW.

Unit IV

Physical, storage media, Disk performance factors Datastorage format file organization and addressing methods implementing, Managingthe 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,

updation, 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

Instruction to Paper Setter:

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

First Paper

Paper Code - CA-301
Paper Name – Web Designing

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

Web page overview, Elements of a web page. Types of Sites, personal sites, small business sites, large business sites, online business sites, Educational institution sites, Government sites, Blogs, twitter, Matching format to audience, creating guidelines, creating a site structure, writing for the web, download time, methods for creating pages, publishing a site, Addressing a web site, Absolute & Relative addresses, URL. Static and dynamic websites.

Unit II

Head content, adding a title, Body content, Paragraph breaks, Line breaks, Horizontal lines, Fonts and text size, Text color, Headings, Aligning text, Lists, Background color.

Unit III

About HTML editors,Net beans, Dream Viewer, the editing environment,effective page design, Uniform style, finding design ideas, Heading, Lists, using white space, splitting the text, colors and background, creating pages with Save As.

Unit IV

Frames and tables, animation effects, creating forms, Images, Image formats for the web, obtaining images, image size, editing images, thumbnails, images and text, rollover images, Navigation, types of hyperlinks, navigation bars, linking to external sites, email links, creating image maps, image maps in action,site maps, three-click navigation, site linkage.

Unit V

CSS: creating and editing cascading style sheets, adding sound - types of sound files, linking to sound files, embedding sound files, Video, Analog video, Digital video, webcams, animation, downloading animations, flash Publishing ,testing, transferring to the web, registering a site, marketing a site, maintaining a site, Domain names, web hosting .

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

Second Paper

Paper Code - CA-302
Paper Name – Digital Marketing

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

Digital marketing, Understanding the Marketing Process,Increasing Visibility, Types of visibility, Examples of visibility, Visitor Engagement, Bringing Targeted Traffic, Inbound,Outbound, Understanding Conversion Process,Retention, Types of Retention,Performance Evaluation,Tools Needed.

Unit II

Understanding Internet, Difference between Internet & Web, understanding websites and domain names,extensions, Web server & web hosting,different types of web servers, Planning and conceptualizing a website, building website using CMS in Class.

Unit III

Understanding Google Analytics, set up Analytics account, add Analytics code in a website, understanding goals and conversions, setup goals,understanding bounce rate,Difference between bounce rate and exit rate, reduce bounce rate,Monitoring traffic sources.

Unit IV

Marketing on Social networking websites, viral marketing and its importance, Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing,Video Marketing,Pinterest Marketing.

Unit V

Introduction to SEO and its importance ,Google AdWords overview, Understanding AdWords Algorithm, creating search campaigns, Creating Ads, Tracking performance/conversion, Optimizing Search Campaigns, Creating Display Campaign.