

KI-01


2020-21

BHARATHIAR UNIVERSITY, COIMBATORE
GRD SCHOOL OF COMMERCE AND INTERNATIONAL BUSINESS
Dr. G.R.D. COLLEGE OF SCIENCE, COIMBATORE – 641 014
CAREER ORIENTED COURSE - E-COMMERCE

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

PROGRAMME OUTCOME	
PO1	The Students will have knowledge of fundamentals of E Commerce and its applications.
PO2	The Students who underlying the course will know the application of ethical principles to Business, understand their responsibility in the society as a Modern businessman.
PO3	The Students are offered knowledge on organization and management of Industrial, commercial Enterprises to use modern technology in the effective way.
PO4	The students are enlighten with the knowledge on basic applications of photoshop, HTML in Ecommerce.
PO5	To know the various concepts and procedures related to Computer Basics, Networking and other related areas.
PO6	To obtain the knowledge in the field of E Commerce,
PO7	To know the various applications of computers in business sector and to know the internet structure and tools to create websites.
PO8	To familiarize the students to cater the knowledge in solving Computer oriented problems related to operating system.
PO9	To understand the concepts of Networking and creating project related to it.
PO 10	To help the students to understand the past, present conditions in the field of E - Commerce.

PROGRAMME SPECIFIC OUTCOME	
PSO1	To get knowledge in technical skills, analytical, managerial and practical applications during the end of Career Oriented Course.
PSO2	To grasp job opportunities in various fields like commerce, computer industries and Business Applications.
PSO3	To go for Higher education in the field of Computer Applications.
PSO4	To become an Manager, Programme, Team leader in the various fields of IT & Ecommerce Industries.
PSO5	To become web page designer for various concerns.



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Course Structure

This course is divided into three annual stages namely I year certificate, II year Diploma and III year Advanced Diploma. In each stage there are three subjects of study together with necessary assignments practice, exposure and a project work, coupled with about one month training in an appropriate organization.

Each year there will be two hundred hours of instruction (150 theory + 50 hours practical) of which 25% will be by outside professionals. In addition each year there will be about 120 hours (24 days) of internship training in an appropriate organization for a project or report.

Course prospectus

Every technology is for establishment, growth and development. Simultaneously technology bears a certain amount of risk and operates under uncertainties. To this contest, technology for business facilitates the technology operation. This module has been designed to acquaint the learners in relation to the principles, practice and various services provided by technology to the business sector.

SCHEME OF SUBJECTS

<u>First Year (Certificate)</u>		MARKS
1. EC 1.1	Computer Basics	100
2. EC 1.2	Ms Office	100
3. EC 1.3	Internet Basics	100
4. EC 1.4	Project work / training (personality Development)	100
<u>Second Year (Diploma)</u>		
5. EC 2.1	Network Basics	100
6. EC 2.2	HTML	100
7. EC 2.3	Operating System	100
8. EC 2.4	Project work / training (personality Development)	100
<u>Third Year (Advance Diploma)</u>		
9. EC 3.1	Data Base Management System	100
10. EC 3.2	Photoshop	100
11. EC 3.3	Digital computer Fundamentals	100
12. EC 3.4	Project work / training (personality Development)	100



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YEAR	Part	Course code	Level	Course Title	MARKS			Hrs/ Week	Exam Duration (Hrs)	Category
					CA	TEE	TOTAL			
I	III	20328A	Certificate Level	Computer Basics	25	75	100	3	3	THEORY
	III	20328B	Certificate Level	Ms Office	25	75	100	3	3	THEORY
	III	20328C	Certificate Level	Internet Basics	25	75	100	3	3	THEORY
II	III	20328S	Certificate Level	Project work / training (personality Development)	25	75	100	3	3	PRACTICAL
	III	20328D	Diploma Level	Network Basics	25	75	100	3	3	THEORY
	III	20328E	Diploma Level	HTML	25	75	100	3	3	THEORY
	III	20328F	Diploma Level	Operating System	25	75	100	3	3	THEORY
	III	20328T	Diploma Level	Project work / training (personality Development)	25	75	100	3	3	PRACTICAL
III	III	20328G	Advance Diploma Level	Data Base Management System	25	75	100	3	3	THEORY
	III	20328H	Advance Diploma Level	Photoshop	25	75	100	3	3	THEORY
	III	20328I	Advance Diploma Level	Digital computer Fundamentals	25	75	100	3	3	THEORY
	III	20328U	Advance Diploma Level	Project work / training (personality Development)	25	75	100	3	3	PRACTICAL



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MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
20328A	Computer Basics	2		1		3		2	3	2	
20328B	M S Office	1		1		3			2		
20328C	Internet Basics		1	2	1	2		2	3		
20328S	Project work / training (personality Development)		1				2			1	2
20328D	Network Basics	1		2		1				3	1
20328E	HTML	2	2		3			2			1
20328F	Operating System	1	2	2			2				1
20328T	Project work / training (personality Development)		2	1		1		1	1	3	
20328G	Data Base Management Systems		1	2				3	2	1	
20328H	Photo Shop		2	1	3		1				2
20328I	Digital Computer Fundamentals	2			2	1	3		1		1
20328U	Project work / training (personality Development)		2		1		3		2	1	

Indicators: 1. Reasonable 2. Significant 3.Strong



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Year	Course Code	Course Title	Theory/ Practical	Problems %	Theory %
FIRST	20328A	Computer Basics	Theory	-	100

UNIT I

What is computer? – Generations of computer – Classification of computer – Hardware - Input Devices – Central Processing Unit – Output Devices – Software – Types of Software – System Software – Application Software.

UNIT II

Organization of Computer – Central Processing Unit – Arithmetic and Logic Unit – Control Unit – Memory Unit – Primary Storage – Secondary Storage.

UNIT III

Number System – Decimal System – Binary System – Octal System – Hexadecimal System – Converting Decimal to Binary, Octal and Hexadecimal – Converting Binary to Decimal, Octal and Hexadecimal – Converting Octal to Decimal, Binary and Hexadecimal – Converting Hexadecimal to Decimal, Binary and Octal.

UNIT IV

Programming Concept – Algorithm – Flowchart – Pseudo code – Program Development Process.

UNIT V

Recent Trends – E-Commerce – Hypermedia – Data mining – Data warehouse – Artificial Intelligence – Expert System.

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Course Outcome mapping with Knowledge level

Course Outcome	Course Outcome Statement	Knowledge level
CO1	To understand the basic concept of Computer.	K1 & K3
CO2	To know the block diagram of Computer	K2
CO3	To implement the number system in the field of computer Science.	K3
CO4	To study the concept of Programming Techniques	K3 & K4
CO5	To Know the recent trends in E Commerce.	K2 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2				1	2		1	1	
CO2			1	2	2	3		3	3	
CO3	2	1	3		2	3	2	3	2	
CO4	2		3	2	3	1	3	3	3	
CO5			2					1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Computer Fundamentals	Bhanu Pratap	cyber Tech Publications	Jan 2004
2	Fundamentals of information technology	Alexis Leon, Methew Leon	Leon tech World	2000
3	Computer Fundamentals	Pradeep .K. Sinha	BPB Publications	Dec 2010
Reference Books				
1	Fundamental of Computers	E.Balagurusamy	McGraw Hill India	Jan 2009
2	Computer Fundamentals	Anita Goel	Pearson Education	2010

Pedagogy: Lecture, Interactive and Discussion methods.

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Year	Course Code	Course Title	Theory/ Practical	Problems %	Theory %
FIRST	20328B	M S Office	Theory	-	100

UNIT I

Introduction to Ms Office – Ms Office Folder – Office Shortcut bar – Windows Task Bar – Working with Menus – Working with Dialog Boxes – Clip Board – Drag & Drop.

UNIT II

Word Basics – Typing Text – Selecting Text – Deleting Text – Undo – Redo – Cut – Copy – Paste – Line spacing – Page Setup – Borders & Shading – Page break – Tables – Headers & Footers.

UNIT III


Excel Basics – Creating worksheet – Selecting cells – Entering & Editing text & numbers – entering & editing formulae – sorting cell data – inserting rows & columns – creating charts – adding chart notes – resizing & editing charts.

UNIT IV

Power point Basics – creating presentations – auto content wizard – using design template – adding slides – formatting & aligning text – inserting photos, videos & sounds – transition – slide show.

UNIT V

Access Basics – creating simple data base & tables – access table wizard – creating data base without wizard – field names – data types - adding and deleting fields – renaming and moving fields – primary key – adding records.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	It talks about MS office and how it is used in modern business.	K1
CO2	It talks about Word Basics and its applications.	K1 and k2
CO3	It talks about Excel Basics.	K3
CO4	It talks about Power Point Presentation and its uses..	K3 and k4
CO5	It talks about Access Basics.	K4 and k5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2	1			3	2			
CO2		2				2	2			
CO3	1	3	1	1		3		1	1	1
CO4		2	1			2	1	2		
CO5	1	2				3	1	1		1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Working with Ms Office	Ron Mansfield	Tata Mc Graw Hill Publisher	First Edition, 2008
2	Ms Office XP	Sumeet Sharma	An Asian Computer Tech book	Jan 2006
3	Microsoft Office	Maria	BPB Publications	Jan 2000
Reference Books				
1	The Computer Reference, MS Office	Virginia Anderson	Tata McGraw-Hill Publications.	First Edition, 2012
2	Beginning Microsoft 2010	Guy Hart Davis	Apress Publications	2010

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion.

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Year	Course Code	Course Title	Theory/ Practical	Problems %	Theory %
FIRST	20328C	Internet Basics	Theory	-	100

UNIT I

What is Internet? – Computer on Internet – Servers – Clients – Port – Domain Naming Service – Internet Services – Internet Service Provider.

UNIT II

Hardware Requirements of Internet – Through Local Network – Through Telephone System – Computer – Modem – ISDN.

UNIT III

Software Requirements of Internet – Hosts & Terminals – Shell & PPP Account – Internet Service Provider.

UNIT IV

Email concepts – Email addressing – Downloading – attachments – sending and receiving files – SMTP.

UNIT V

Internet Security – Cookies – Firewalls – virus – Security Issues.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Remember about Internet and its uses.	K1
CO2	Understand the concepts of Hard Ware Requirement of Internet.	K2
CO3	To Know about the Software Requirement of Internet.	K3
CO4	Remember about the concept of E mail.	K1&K4
CO5	Apply the concept of Internet Security.	K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2	3			1			2	
CO2		1	3				2			1
CO3		1	3			2	1	1		
CO4		2	3			2			2	2
CO5	2	3	3	2	1	1	2	1	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	The Internet Complete Reference	Harley Hahn	Tata Mc Graw Hill	Second –Edition, 2001
2	The Complete Reference – Internet Millennium Edition	Margaret Levine Young	Tata Mc Graw Hill	1999
3	Internet Basics for Beginners	Shaun Fawcett	Final Draft Publications	2007
Reference Books				
1	The Internet book,	Douglas Comer	Prentice Hall Limited	Fourth Edition, 2006
2	How the Internet works	Preston Gralla, Joshua Eddings	Davis Press	1999

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion

