

#### 4.7. COMPUTER APPLICATIONS – III

Lecture per Week: 4 hours

Max Marks: 80 (End Sem.) + 20 (IA) = 100

Exam Duration: 3 Hours

**Objectives:** To impart basic knowledge of Programming and to acquaint the students with internet and its applications in commerce

Units	Topics	No of periods
I	<b>BASICS OF PROGRAMMING SKILLS:</b> Basics of Problem Solving, Programming Logic, Algorithms, Flowcharts.	10
II	<b>C PROGRAMMING AND INTRODUCTION TO OOPS:</b> Principles of procedure oriented programming, Introduction to C language, Variables, Constants Operators and their hierarchy. Expressions, Tokens, I/O functions, Simple C programs, Decision making and Looping structures. Commerce oriented programs relating to branching and looping like interest, discount, income tax calculation Arrays: Single Dimensional and Two Dimensional. Introduction to object oriented programming (OOP'S CONCEPT): Classes and Objects concept.	10
III	<b>INTERNET:</b> Introduction to internet, evolution of the Internet, Operation of the Internet, IP address and DNS, gateway, accessing internet, services provided by internet, Browsers and search engines, web, web site and web services, Internal security and privacy, cyber crimes – cyber laws.	10
IV	<b>INTERNET BANKING:</b> Introduction to Internet Banking, Computers and Commercial World, Telephone banking, Computerized corporate banking, Electronic funds transfer, importance of Cheques clearing, Magnetic Ink Character Recognition (MICR), RTGS, NEFT, Optical Mark Recognition, Computer output to Microphone (COM), Facsimile transformation.	10
V	<b>WEB BASED MARKETING:</b> Introduction & scope of marketing, marketing and information technology congruence, Advertising and marketing on the internet, Application of 4 P's( product, price, place and promotion) in internet, marketing supply chain management	10

#### **LAB WORK**

Practical's on C Programming, Practical usage of internet- creating email accounts, sending and receiving mails and multimedia tools.

Note: Journal preparation mandatory. Case study question from 'C' Programming.

#### **SUGGESTED BOOKS/WEBSITES**

1. Microsoft Office 2007 professional
2. MS - Office - Sanjay Saxena
3. Raymond green hall - Fundamentals of the Internet, Tata McGraw Hill.