

UNIVERSITY OF MADRAS
INSTITUTE OF DISTANCE EDUCATION
CERTIFICATE COURSE IN E-COMMERCE *-(one year)*

Under Choice Based Credits System
(With effect from the academic year 2023-2024)


SCHEME OF EXAMINATION

PAPER	SUBJECTS	CREDIT	MAX. MARKS		TOTAL
			INT.	EXT.	
Paper – I	Web Technology <i>Design</i>	4	25	75	100
Paper – II	E-Commerce <i>Design</i>	4	25	75	100
Paper – III	Practical I – Web Technology Lab	2	40	60	100
Paper – IV	Practice on Tally	2	25	75	100
Paper – V	Practical II - Tally Lab	2	40	60	100
Paper – VI	Database Management System	4	25	75	100
Paper- VII	Practical III - DBMS-Lab	2	40	60	100

CREDIT DISTRIBUTION

Course Component	No. of Paper x Credit(s)	Total
Theory Paper	3 x 4	12
Theory Paper	1 x 2	02
Practical Paper	3 x 2	06
Total		20

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PAPER – I: WEB TECHNOLOGY

Unit – I: Internet basic - Introduction to HTML - HTML tags – HTML Style tags-Lists- Creating Links-Linking documents –External Links-Internal Links.

Unit – II: Frames-Graphics to HTML Doc- Adding sound formats-Video formats-multimedia formats to web pages-HTML Forms-Style Sheets- Properties of Style Sheets - CSSI's advantages and Limitations.

Unit – III: DHTML-XML-Introducing XML-XML Basics- Basics Active Server Pages-Intrinsic ASP Objects- Response Object-Request Object-Application and Server Objects-The Session Object.

Unit – IV: Writing Server-side code - Introduction to VBScript – Scripting Languages Vs. Other Computer Languages-ASP Scripting Options - Getting started with VB Script – Introduction to Java Script- Advantages of JavaScript- Java Script syntax – Data type-Variable-Array-Operator& Expression-Looping Constructor Function-Dialog Box. JavaScript document object model.

Unit – V: Introduction - Object in HTML - Event Handling - Window object – Document object-Browser object-Form object-Navigator object-Screen object-Building object-User defined object.

TEXT BOOKS

1. Bayross,2000,WebEnableCommercial Application Development Using HTML, DHTML, JavaScript, Perl CGI ,BPB Publications.
2. HathleenKalata-Internet Programming with VBScript and Java Script,Thomsonearning.
3. Mike McGrath,XMLHarnesses the Power of XML in easy steps, Dream tech Publications
4. J. Jaworski, 1999, Mastering JavaScript, BPB Publications
5. T.A.Powell,2002,Complete Reference HTML,TMH, New Delhi.

PAPER II: E-COMMERCE

Unit-1: Overview of electronic commerce: introduction- definition of electronic commerce – potential benefits of electronic commerce- internet and www as enablers of electronic commerce- impact of electronic commerce on business models- electronic commerce security- organization of topics-implications for the accounting

Electronic commerce and the role of independent third parties; introduction-consulting practice and accountants – independence-CPA vision problem- new assurance services identified by the AICPA- impact of electronic commerce on the traditional assurance function- third party Assurance of web based electronic commerce- implications for the accounting.

Regulatory environment: Introduction-Cryptography issues- privacy issues- web linking – domain name disputes- internet sales tax- electronic agreement and digital signature- internet service providers and international libel laws implications for the accounting.

Unit-II: EDI electronic commerce and the internet: Introduction- traditional EDI System – data transfer and standards- financial EDI- EDI systems and the internet-impact of EDI Internet applications on the accounting profession.

Risks of insecure system: Introduction- overview of risks associated with internet transactions- internet associated risk- intranet associated risk- social engineering- risks associated with business transactions- risks associated with confidentially maintained archival-Master file and reference data-risks associated with virus and malicious – implication of the accounting.

Risks management: introduction- control weakness Vs control risks- Risk Management paradigm- disaster recovery plans – Implication of the accounting

Unit-III: Internet security standards: introductions- standard setting issues and committees- security committees and organization –security protocols and languages-messaging protocols-secure electronic payments and protocols-the role of accountants in internet related standard setting process.

Cryptography and authentication: Introduction- message security issues- Encryption techniques- key Management- additional authentication methods-additional non-repudiation techniques- implications of the accounting.

Unit-IV: Firewalls: Introduction-firewall defined- TCP/IP- open system interconnect(OSI)- components of firewall- typical functionality of firewalls- network topology- securing the firewall- factors to consider in firewall design – In-house solutions Vs commercial fire wall software –limitations of security prevention provided by firewall –Implications of the accounting. Introduction-the set protocol-magnetic strips cards- smart cards- electronic check- electronic cash – Implications of the accounting.

Unit-V: Intelligent agent : Introduction- definition of intelligent agent- capabilities of intelligent agent-level of agent sophistication- agent societies-intelligent agents and electronic commerce- online information chain- limitations of agents – implications of the accounting.

Web based marketing: Introduction – the scope of marketing- business marketing and information technology – strategy congruence- the four Ps applied to internet marketing- the fifth “p” personalization- internet marketing techniques-online adv. Mechanisms -web site design issues- intelligent agent and their impacts on marketing techniques- implications of the accounting.

TEXT BOOKS

1. Marilyn Greenstein, Ph.D., Todd M Feinman,-“ Electronic Commerce”-TMH.
2. Kalakota & Winston- Frontiers of Electronic Commerce- Addison Wesley- Fifth indian reprint 2000.

PAPER - III: WEB TECHNOLOGY LAB

1. Write a script to design a web page using HTML Tags.
2. Write a script to create a webpage with Hyperlink using HTML Tags.
3. Write a program to calculate Payroll Processing using script.
4. Write a script to create DHTML Pages.
5. Write a program to calculate Factorial using Function in script.
6. Write a program for String Manipulation Using VB Script.
7. Write a program to Create Calculator using script.
8. Write a program to Create Prompt with image Using Java-Script

PAPER - IV: PRACTICE ON TALLY

Unit-I

Creation of New Company - Creation of Essential Ledgers- Creation of ledgers-Single Ledgers-Multiple Ledgers

Unit: II

Capital Account-Purchase Account-Sales Account-Individual debtors Account-Individual Creators Account-Individual bank Account - Direct Expenses Account-Indirect Expenses Account – Cash Account (By Default)- P&L Account(By Default)

Unit: III

Creation of Inventory-Stock Group-Unit of Measure-Stock item.

Unit: IV

Voucher Posting - Sales order, making actual Sales - Purchase order, making actual Purchase - Returns – Accounting for receipts and payment

Unit: V

Generation for Trial Balance, profit and loss-Account, balance Sheet.

TEXT BOOKS

1. Soumya Ranjan Behera 2014, Learn Tally.ERP 9 B.K.Publications Pvt. Ltd.; First Edition.
2. Kogent Learning Inc Solutions 2008, Tally 9 in Simple Steps; Dreamtech
3. Rakesh Sangwan 2022, LEARN TALLY PRIME ; ASCENT PRIME PUBLICATION

PAPER - V: ~~PRACTICAL ON~~ TALLY LAB

1. Company Creation & Accounts Configuration
2. Creation of a New Group
3. Creating a Ledger.
4. Voucher Entry.
5. Profit & Loss A/c & Trial Balance.
6. Bank Reconciliation.
7. Stock Groups & Stock Categories - Stock Items & Reorder Levels
8. Account Books-monthly summary of the group.
9. Invoice Entry - Basics & Voucher Printing.
10. Backup & Restore.

PAPER VI: DATABASE MANAGEMENT SYSTEMS

Unit 1

Advantages and Components of a Database Management Systems – Feasibility Study – Class Diagrams – Data Types – Events – Normal Forms – Integrity – Converting Class Diagrams to Normalized Tables – Data Dictionary

Unit 2

Query Basics – Computation Using Queries – Subtotals and GROUP BY Command – Queries with Multiple Tables – Subqueries – Joins – DDL & DML – Testing Queries

Unit 3

Effective Design of Forms and Reports – Form Layout – Creating Forms – Graphical Objects – Reports – Procedural Languages – Data on Forms – Programs to Retrieve and Save Data – Error Handling.

Unit 4

Power of Application Structure – User Interface Features – Transaction – Forms Events – Custom Reports – Distributing Application – Table Operations – Data Storage Methods – Storing Data Columns – Data Clustering and Partitioning.

Unit 5

Database Administration – Development Stages – Application Types – Backup and Recovery – Security and Privacy – Distributed Databases – Client/Server Databases – Web as a Client/Server System – Objects – Object Oriented Databases – Integrated Applications.

1. Recommended Texts:

i). G. V. Post – Database Management Systems Designing and Building Business Application – McGraw Hill International edition – 1999.

2. Reference Books:

i). Raghu Ramakrishnan – Database Management Systems – WCB/McGraw Hill – 1998.

ii) C.J. Date – An Introduction to Database Systems – 7th Edition – Addison Wesley - 2000

PAPER VII: PRACTICAL ON DBMS LAB

Creation of a Database and performing the operations given below using a Menu Driven Program.

a) Insertion b) Deletion c) Modification d) Generating a Simple report for the following:

1. Payroll
2. Mark sheet Processing
3. Saving Bank account for banking
4. Inventory System
5. Invoice system
6. Library information system
7. Student information system
8. Income tax processing system
9. Electricity bill preparation system
10. Telephone directory maintenance