

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**DIPLOMA IN COMMERCIAL PRACTICE**  
**SEMESTER: V**

Subject Name: **Computer - V**

<b>Sr. No.</b>	<b>Course content</b>
1.	<b>The Internet and The World Wide Web:</b> <ul style="list-style-type: none"><li>• What is the<ul style="list-style-type: none"><li>- Internet?</li><li>- World wide web?</li><li>- E-mail ?</li><li>- Usenet?</li><li>- FTP?</li><li>- Chat.?</li></ul></li></ul>
2.	<b>Hardware and Software Requirements For Internet:</b> <ul style="list-style-type: none"><li>• The hardware required making the internet connection</li><li>• The software required.</li></ul>
3.	<b>Selecting and Internet Service Provider:</b> <ul style="list-style-type: none"><li>• What is an Internet Service Provider?</li><li>• What are Internet Service Provider SLIP/PPP Accounts?</li><li>• Selecting an Internet Service Provider.</li></ul>
4.	<b>Electronic Commerce:</b> <ul style="list-style-type: none"><li>• An Overview</li><li>• Traditional vs. Electronic Business Transactions. – More than the sum</li><li>• Of its Parts</li><li>• New opportunities</li><li>• The benefits of electronic commerce</li></ul>
5.	<b>Handling Money on The Net:</b> <ul style="list-style-type: none"><li>• Transaction on the Internet</li><li>• Requirements of Payment Systems</li><li>• Types of Electronic Payments</li><li>• Tools for Implementation.</li></ul>
6.	<b>Security and Electronic Commerce:</b> <ul style="list-style-type: none"><li>• The benefits of Cryptography</li><li>• The process of Encryption</li><li>• The working of public-key Cryptography</li><li>• The importance of Digital certificate</li><li>• A comparison of Encryption methods</li></ul>

	<ul style="list-style-type: none"> <li>• An overview of internet security systems</li> </ul>
7.	<b>Customer and Business Markets:</b> The Consumer Market and One – to – one marketing Consumer Demographics - Loyalty, and acceptance – The Business Market – Value chains and the market place Business Evolution on the Internet New roles and marketing opportunities.

### Reference Books:

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|---------------------------------------|--------------------------------|------|
| 1. Internet 6 in 1                    | Joe Kraynak & Joe Habraken     | PHI  |
| 2. The ABCs of the internet           | Christian Crumlish             | BPB  |
| 3. Understanding Electronic Commerce. | David Kosiur                   | PHI  |
| 4. E-Commerce                         | Kamlesh K. Bajaj & Debjani Nag | TMH. |