EC III COMPUTER APPLICATION IN BUSINESS

Unit 1

E-Business: Definition – network publishing – Types of E-business – Electronic transactions.

Unit 2

Business Process Outsourcing (BPO): Key Term and relationship – Elements of BPO – Outsourcing process. Key Business Process: Statement of Work (SOW), Service Level Agreements(SLA)- controlling system. Job Recruitment Selection and Placement in BPO.

Unit 3

Electronic Payment System – meaning, advantages and limitations Electronic Payment System - Traditional payment system – limitation of traditional system – Electronic or Digital cash. - online shopping.

Unit 4

E-Banking: Mode of Services – Mechanics of internet banking – Electronic Money – Electronic Fund Transfer System – Steps – Electronic clearing Services – Electronic payment system.

Unit 5

Mobile Banking: Features and issues – Electronic Cheques – Credit Cards – Smart cards, Debit Cards. Infinet – opening bank account – Demat Account, Plastic money-Customer Grievances and Redressal.

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2. E-Commerce, E-Business, Rayudu, Himalaya Publishing House.
3. Electronic Commerce – A Manager's Guide, Ravi Kalakota Addisons Wesley.
4. Computer Applications in Business, S.V.Srinivasa Vallabhan, Sultan Chand and Sons.

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1. Computer Today
2. Computer World
3. Computer Communication
4. Network Magazine.