# SCHEME OF B.COM III (SPECIALTY PROGRAMMES)

**(B.Com. 6th Semester w.e.f. the Session 2019-20)**

**BANKING & INSURANCE**

#### Time: 3 Hours

**Max. Marks: 100 (80+20)**

**External: 80, Internal: 20**

|  |  |
| --- | --- |
| **Paper No.** | **Bachelor of Commerce**  **(Banking & Insurance)** |
| BC-601 | Management Accounting |
| BC-604 | Income Tax-II |
| BC(BI)-603 | Insurance Management-II |
| BC(BI)-604 | Commercial Bank Management-II |
| BC(BI)-605 | Merchant Banking and Financial Services-II |
| BC(BI)-606 | Fundamentals of Insurance-II |
| BC(BI)-607 | Indian Banking System-II |
| BC(BI)-608(i) | \*Training Report **(See Note 3)** |
| BC(BI)-608(ii) | Viva-Voce (General) **(See Note 3)** |

**Notes:**

1. Max. Marks for each paper are 80+20 = 100 i.e. Theory=80, Internal Assessment=20
2. \*Training Report carries a maximum of 50 marks and the marks for Viva-Voce (General) shall be given out of a maximum 50 marks.
3. No Training report BC(BI)-508(i) and viva-voce General BC(BI)-508(ii) in 5th Semester of B.Com.III (Specially Programme). Rest of the Exam. Semester will remain same for 5th & 6th Semesters.

# Semester-VI

**BC-601**

**MANAGEMENT ACCOUNTING**

**External Marks: 80**

**Internal Marks: 20**

**Time: 3 Hours**

**Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.**

Management accounting: concept, scope, techniques and significance, comparison between financial accounting, cost accounting and management accounting.

Management reporting: need and type of reports.

Management information system.

Analysis of financial statements: comparative statements, common size statements, ratio analysis: liquidity, solvency, profitability and turnover; trend analysis.

Cash flow and funds flow statements: need and method of preparing statements.

Absorption V/S variable costing: features and income determination, cost volume profit analysis, break-even analysis, contribution; P/V ratio, break-even point, Margin of safety, Angle of incidence, determination of cost indifference point.

Budgeting and budgetary control: need, methods and types of budgets, essentials of budgetary control system.

**REFERENCES**

* Drury, Colin. Management and Cost Accounting, Thomson Learning.
* Garrison H., Ray and Eric W. Noreen. Managerial Accounting, McGraw Hill.
* H.V. Jhamb, Management Accounting, ANE Books Pvt. Ltd. New Delhi.
* Horngreen, Charles T., Gary L. Sundem. Introduction to Management Accounting, Prentice Hall.
* Horngreen, Charles T., George Foster and Srikant M. Dattar. Cost Accounting, A Managerial Emphasis, Prentice Hall of India Ltd., New Delhi.
* Jain, S.P. and K.L. Narang. Cost Accounting: Principles and Methods, Kalyani Publishers, Jalandhar.
* Khan, M.Y. and P.K. Jain. Management Accounting, Tata McGraw Hill, Publishing Co., New Delhi.
* Lal, Jawahar. Advanced Management Accounting Text and Cases. S. Chand & Co., New Delhi.
* Lal, Jawahar. Cost Accounting, Tata McGraw Hill Publishing Co., New Delhi.
* Singh, S. K. and Gupta Lovleen. Management Accounting – Theory and Practice. Pinnacle Publishing House.

# Semester-VI

**BC-604**

**INCOME TAX-II**

**External Marks: 80**

**Internal Marks: 20**

**Time: 3 Hours**

**Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.**

Deductions under section 80C to 80U in computing total income.

Computation of total income and tax liability of an individual and H.U.F.

Computation of total income and tax liability of a Firm.

Deduction of tax at source; advance payment of tax.

Income tax authorities and their powers.

Procedure for assessment; different types of returns.

Procedure of filing e-return and revised return.

Recovery and refund of tax.

Penalties and prosecutions; appeals and revision.

**REFERENCES**

* Gaur and Narang, Income Tax Law & Practice, Kalyani Publishers, Jalandhar.
* Girish Ahuja and Ravi Gupta, Systematic Approach, C.C.H. India Publications, New Delhi.
* Mehrotra H.C., Income Tax Law & Account, Sahitya Bhawan Publications, Agra.
* Prasad, Bhagwati, Income Tax Law & Practice, Wishwan Prakashan, Bhopal.
* Singhania V.K., Student’s Guide to Income Tax, Taxmann Publications Pvt. Ltd., New Delhi.

# Semester-VI

**BC(BI)-603-Insurance Management-II**

#### Time: 3 Hours Max. Marks : 80

**Internal Assessment : 20**

**Note: Nine questions shall be set in the question paper. The candidates will be required to attempt five questions in all. First question comprising of five (05) short questions of four (04) marks each is compulsory. Besides, attempt any four questions choosing at least one question from each of the three units.**

**Unit-I:** Life Insurance Products: Traditional Unit Linked Policies; Individual and Group Policies; with-profit and without-profit polices; Different types of insurance products-Whole life products, interest sensitive products, term- assurance annuities, Endowment; Assurance. Options and Guarantees.

**Unit-II:** Group Insurance and Pension Plans, Health Related insurance, Consumer Protection Act 1986, Income Tax Act.

**UNIT-III:** Married Women's Property Act, and Contract Act as relevant to the conduct of Insurance business.

#### Suggested Readings

1. Mishra M.N.: Insurance Principles and Practice; S. Chand & Co., New Delhi.
2. Insurance Regulatory Development Act 1999 and other relevant Acts.
3. Life Insurance Corporation Act 1956.
4. Gupta O.S.: Life Insurance; Frank Brothers, New Delhi.
5. Vinayakam N., Radhaswamy and Vasudevan SV; Insurance Principles and Practice, S. Chand & Co.; New Delhi.
6. Mishra M.N., Life Insurance Corporation of India, Vols I, II & III; Raj Books, Jaipur.

# Semester-VI

**BC(BI)-604-Commercial Bank Management-II**

#### Time: 3 Hours Max. Marks : 80

**Internal Assessment : 20**

**Note: Nine questions shall be set in the question paper. The candidates will be required to attempt five questions in all. First question comprising of five (05) short questions of four (04) marks each is compulsory. Besides, attempt any four questions choosing at least one question from each of the three units.**

**Unit-I:** Investment Management: Nature of bank investment; Liquidity and profitability Preparation of cheques; Bills; Endorsement; Government securities;

**Unit-II:** Documents of title to goods: railway-receipt; Bill of lading; Book debts; Securities - Government and commercial.

**Unit-III:** Management of Finance: Bank accounts; Records; Reports; Statement of advances; Evaluation of loan applications; Profit and loss account;

Balance sheet and statutory reports regarding cash revenue.

#### Suggested Readings

1. Tandan ML: Banking -Law and Practice in India; lndian Law House, New Delhi.
2. Radhaswami M. and Basudevan A: Textbook of Banking; S. Chand & Co. New Delhi.
3. Panikar K.K: Banking -Theory & System: So Chand & Co. New Delhi.
4. Vinayakan N: Banking by 2000 A.D; Kanishka Publishers, Delhi.
5. Jessup P.F: Innovations in Bank Management.
6. Reed E.W: Commercial Bank Management.
7. Desai Vasant: Principles of Bank Management.
8. Khubchandan B.S.: Practice and Law of Banking; Macmillan, New Delhi.

# Semester-VI

**BC(BI)-605-Merchant Banking and Financial Services-II**

#### Time: 3 Hours Max. Marks : 80

**Internal Assessment : 20**

**Note: Nine questions shall be set in the question paper. The candidates will be required to attempt five questions in all. First question comprising of five (05) short questions of four (04) marks each is compulsory. Besides, attempt any four questions choosing at least one question from each of the three units.**

**Unit-I:** Mutual Funds: Introduction; Classification; Mutual funds in India.

Portfolio management- introduction, principles, steps, qualifications, and obligations; Responsibilities of portfolio manager.

**Unit-II:** Venture capital -introduction, scope, steps to provide venture capital, mode of funding.

Mergers and Acquisitions: Need, types of mergers; Financial, legal and human considerations in mergers and acquisitions; Effectiveness of mergers and acquisitions.

**Unit-III:** Depository and Custodial Services: Depository -introduction, concept, constitution of depository system; Functioning of depository system; Depository system in India; Custodial services -meaning; Registration; Obligations and responsibilities of custodians; Code of conduct.

#### Suggested Readings

1. Khan M.Y. & Jain P.K: Financial Management; Text and Problems, Tata McGraw Hill, New Delhi.
2. Pandey I.M: Financial Management; Vikas Publishing House, New Delhi.
3. Verma J.C: A Manual of Merchant Banking; Sharat Law House, New Delhi., 4: Pahwa H.P.S; Project Financing: Bharat Law House, New Delhi.

5. Khan M.Y: Financial Services; Tata McGraw Hill. New Delhi.

6: Rustagi R.P: Financial Managemenl- Theory Concepts and Problems - Incorporating the Emerging Trends in Capital Market; Galgotia, New Delhi.

1. Machiraju H.R: Merchant Banking Principles and Practice; New Age International, New Delhi.
2. Pezzullo Mary Ann: Marketing Financial Services; Macmillan, New Delhi.
3. Merrill Mary P.: Financial Planning in the Bank; Macmillan, New Delhi.
4. Gupta Shashi K. Financial Services, Kalyani Publishers, New Delhi.

# Semester-VI

**BC(BI)-606-Fundamentals of Insurance-II**

#### Time: 3 Hours Max. Marks : 80

**Internal Assessment : 20**

**Note: Nine questions shall be set in the question paper. The candidates will be required to attempt five questions in all. First question comprising of five (05) short questions of four (04) marks each is compulsory. Besides, attempt any four questions choosing at least one question from each of the three units.**

**Unit-I:** Nomination and assignment; Procedure regarding settlement of policy claims.

Company Profile: Organizational set-up of the company. Promotion strategy; Market share; Important activities; Structure; Product.

**Unit-II:** Actuarial profession; Product pricing-actuarial aspects; Distribution channels.

Fundamentals/Principles of Life Insurance/ Marine /Fire/Medical /General Insurance: Contracts of Various kinds; Insurable Interest.

**Unit-III:** Insurance Act 1938, LIC Act 1956, Insurance Regulatory & Development Authority Act 1999, Ombudsman Scheme.

#### Suggested Readings

1. Mishra M.N.: Insurance Principles and Practices; S. Chand and Co, New Delhi.
2. Insurance Regulatory Development Act 1999.
3. Life Insurance Corporation Act 1956.
4. Gupta OS: Life Insurance; Frank Brothers, New Delhi.
5. Vinayakam N., Radhaswamy and Vasudevan SV; Insurance- Principles and practice, S. Chand and Co., New Delhi.
6. Mishra MN: Life Insurance Corporation of India, Vols I, II & III; Raj Books, Jaipur.

**Semester-VI**

**BC(BI)-607-Indian Banking System-II**

#### Time: 3 Hours Max. Marks : 80

**Internal Assessment : 20**

**Note: Nine questions shall be set in the question paper. The candidates will be required to attempt five questions in all. First question comprising of five (05) short questions of four (04) marks each is compulsory. Besides, attempt any four questions choosing at least one question from each of the three units.**

**Unit-I:** Banking Regulation Act as applicable to Co-operative banks. Regional Rural and Co- operative Banks in India: Functions; Role of regional rural and cooperative banks in rural India; Progress and performance.

**Unit-II:** Reserve Bank of India: Objectives; Organization; Functions and Working;

**Unit-III:** Monetary policy; Credit control measures and their effectiveness. Indian Banking System vis-a- vis British and American Banking System.

#### Suggestion Readings

* 1. Basu A.K: Fundamentals of Banking-Theory and Practice; A. Mukheljee and Co., Calcutta.
  2. Sayers R.S: Modern Banking; Oxford University Press.
  3. Panandikar S.G. and Mithani D.M: Banking in India; Orient Longman.
  4. Reserve Bank of India: Functions and Working.
  5. Dekock: Central Banking; Crosby Lockwood Staples, London.
  6. Tennan M.L: Banking -Law and Practice in India; India Law House, New Delhi.
  7. Khubchandani B.S.: Practice and Law of Banking; Macmillan, New Delhi.
  8. Shekhar and Shekhar: Banking Theory and Practice; Vikas Publishing House, New Delhi.

# SCHEME OF B.COM III (SPECIALTY PROGRAMMES)

**(6th Semester w.e.f. the Session 2019-20)**

**E-COMMERCE**

#### Time: 3 Hours

**Max. Marks: 100 (80+20)**

**External: 80, Internal: 20**

|  |  |
| --- | --- |
| **Paper No.** | **Bachelor of Commerce**  **(E-Commerce)** |
| BC-601 | Management Accounting |
| BC-604 | Income Tax-II |
| BC(EC)-603 | Fundamentals of M-Commerce-II |
| BC(EC)-604 | Principles of E-Marketing-II |
| BC(EC)-605 | Essentials of E-Commerce-II |
| BC(EC)-606 | Management Accounting |
| BC(EC)-607 | Internet & World Wide Web-II |
| BC(EC)-608(i) | \*Training Report **(See Note 4)** |
| BC(EC)-608(ii) | Viva-Voce (General) **(See Note 4)** |

**Notes:**

1. Max. Marks for each paper are 80+20 = 100 i.e. Theory=80, Internal Assessment=20
2. \*Training Report carries a maximum of 50 marks and the marks for Viva-Voce (General) shall be given out of a maximum 50 marks.
3. For Subject Internet & World Wide Web\* of B.Com. (E-Commerce) Theory: 50 Marks, Practical: 30 Marks, Internal Assessment: 20 Marks.
4. No Training report BC(BI)-508(i) and viva-voce General BC(BI)-508(ii) in 5th Semester of B.Com.III (Specially Programme). Rest of the Exam. Semester will remain same for 5th & 6th Semesters.

# Semester-VI

**BC-601**

**MANAGEMENT ACCOUNTING**

**External Marks: 80**

**Internal Marks: 20**

**Time: 3 Hours**

**Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.**

Management accounting: concept, scope, techniques and significance, comparison between financial accounting, cost accounting and management accounting.

Management reporting: need and type of reports.

Management information system.

Analysis of financial statements: comparative statements, common size statements, ratio analysis: liquidity, solvency, profitability and turnover; trend analysis.

Cash flow and funds flow statements: need and method of preparing statements.

Absorption V/S variable costing: features and income determination, cost volume profit analysis, break-even analysis, contribution; P/V ratio, break-even point, Margin of safety, Angle of incidence, determination of cost indifference point.

Budgeting and budgetary control: need, methods and types of budgets, essentials of budgetary control system.

**REFERENCES**

* Drury, Colin. Management and Cost Accounting, Thomson Learning.
* Garrison H., Ray and Eric W. Noreen. Managerial Accounting, McGraw Hill.
* H.V. Jhamb, Management Accounting, ANE Books Pvt. Ltd. New Delhi.
* Horngreen, Charles T., Gary L. Sundem. Introduction to Management Accounting, Prentice Hall.
* Horngreen, Charles T., George Foster and Srikant M. Dattar. Cost Accounting, A Managerial Emphasis, Prentice Hall of India Ltd., New Delhi.
* Jain, S.P. and K.L. Narang. Cost Accounting: Principles and Methods, Kalyani Publishers, Jalandhar.
* Khan, M.Y. and P.K. Jain. Management Accounting, Tata McGraw Hill, Publishing Co., New Delhi.
* Lal, Jawahar. Advanced Management Accounting Text and Cases. S. Chand & Co., New Delhi.
* Lal, Jawahar. Cost Accounting, Tata McGraw Hill Publishing Co., New Delhi.
* Singh, S. K. and Gupta Lovleen. Management Accounting – Theory and Practice. Pinnacle Publishing House.

# Semester-VI

**BC-604**

**INCOME TAX-II**

**External Marks: 80**

**Internal Marks: 20**

**Time: 3 Hours**

**Note: Paper setter will set nine questions in all. Question No. 1 comprising of five short types questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining eight questions carrying 15 marks each.**

Deductions under section 80C to 80U in computing total income.

Computation of total income and tax liability of an individual and H.U.F.

Computation of total income and tax liability of a Firm.

Deduction of tax at source; advance payment of tax.

Income tax authorities and their powers.

Procedure for assessment; different types of returns.

Procedure of filing e-return and revised return.

Recovery and refund of tax.

Penalties and prosecutions; appeals and revision.

**REFERENCES**

* Gaur and Narang, Income Tax Law & Practice, Kalyani Publishers, Jalandhar.
* Girish Ahuja and Ravi Gupta, Systematic Approach, C.C.H. India Publications, New Delhi.
* Mehrotra H.C., Income Tax Law & Account, Sahitya Bhawan Publications, Agra.
* Prasad, Bhagwati, Income Tax Law & Practice, Wishwan Prakashan, Bhopal.
* Singhania V.K., Student’s Guide to Income Tax, Taxmann Publications Pvt. Ltd., New Delhi.

**SEMESTER-VI**

**BC(EC)-603-Fundamentals of M-Commerce-II**

**Max Marks: 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note: Nine questions shall be set in the question paper. The candidates will be required to attempt five questions in all. First question comprising of five (05) short questions of four (04) marks each is compulsory. Besides, attempt any four questions choosing at least one question from each of the three units.**

**Unit-I**

Application in wireless internet environment, location based application, independent application, business application, advantages of m-commerce

**Unit-II**

Security issues in m-commerce, wireless internet environment and WAP environment, security of data during transmission at WAP gateway or proxy server

**Unit-III**

Types of security threats, security tools, and legal protection to m-commerce.

**REFERENCES:**

1. Agarwala Kamlesh N. and Agarwala Prateek: WAP the Net: An introduction to Wireless Application Protocol; Macmillan India Ltd. New Delhi
2. Agarwala Kamlesh N. and Agarwala Prateek: M-Commerce; Macmillan India Ltd. New Delhi
3. Daman Andy: The Essential Guide to Wireless Communication Applications; Pearson Education Asia (Low Price Edition)
4. Schiller Jochen: Mobile Communication; Addison-Wesley (Low Price Edition)

### SEMESTER-VI

**BC(EC)-604: Principles of E-marketing-II**

**Max Marks: 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note: Nine questions shall be set in the question paper. The candidates will be required to attempt five questions in all. First question comprising of five (05) short questions of four (04) marks each is compulsory. Besides, attempt any four questions choosing at least one question from each of the three units.**

**Unit-I**

**Product:** Concept of product; products owing existence to the Net –e-mail; electronic greetings; chat software; consumer goods and industrial goods; product life cycle; product planning and development; packaging-role of functions; E-branfing.

**Unit-II**

**e-CRM (e-customer relationship management):** e-CRM-concept and role; organization structure for e-CRM; key technology; components of e-CRM; change management and e- CRM

### Unit-III

**Customer service:** order fulfillment- concept of customer service in web environment; order fulfillment; customer care programs; pre- sale and post-sale customer service; customer redressal policy; privacy and confidentiality of customer information.

**REFERENCES**

* 1. Agarwala Kamlesh N.,Agarwala Prateek and Agarwala Deeksha: e-CRM; Macmillan India Ltd, New Delhi.
  2. Kotler Philip: Marketing Management; Prentice Hall, New Delhi.
  3. Pride William M. and Ferrel O.C: Marketing; Houghton- Miffin Boston.
  4. Staton W.J.,Etzel Michael J.,and Walker BruceJ.;Fundamentals of marketing; McGraw Hill, New Delhi.
  5. Lamb Charles W.,Hair Joseph F., AND McDaniel Carl: Principles of Marketing, South- Western-Publishing; Cincinnati, Ohio.
  6. Cundiff, Edward W. and Still R.R: Basic Marketing- Concepts, Decision and Strategies; Prentice Hall, New Delhi.
  7. Cravens David W., Hills Gerald E, Woodruff Robert B.: Marketing Management; Homewood, II, Richard D. Irwin.
  8. Kotler and Armstrong: Principles of Marketing; Prentice-Hall of India, New Delhi.

**SEMESTER-VI**

**BC(EC)-605: ESSENTIALS OF E-COMMERCE-II**

**Max Marks: 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note: Nine questions shall be set in the question paper. The candidates will be required to attempt five questions in all. First question comprising of five (05) short questions of four (04) marks each is compulsory. Besides, attempt any four questions choosing at least one question from each of the three units.**

**Unit-I**

**Applications in B2C:** Consumer’s shopping procedure on the internet, impact on disintermediation and re-intermediation, global market, strategy of traditional department store, products in b2c models, success factors of e-brokers, broker-based service online; online travel tourism services

**Unit-II**

**Applications in governance:** EDI in governance; E-government, E-Governance applications of Internet; concept of government-to-business, business-to-governance and citizen-to-governance, e-governance models, private sector interface in e-governance

**Unit-III**

Benefits and impact of e-commerce on travel industry, real estate market, online stock trading and its benefits, implementation and impacts

Internet & E-commerce scenario in India; Internet security issues; Legal aspects of E- commerce.

**REFERENCES:**

1. Agarwala Kamlesh N. and Agarwala Deeksha:Bridge to online Storefront:Macmillan India, New Delhi
2. Agarwala Kamlesh N. and Agarwala Deeksha: Business on the Net-Introduction to the E- commerce;Macmillan India New Delhi
3. Agarwala Kamlesh N. and Agarwala Deeksha: Bulls, Bears and The Mouse: An Introduction to Online Stock Market Treadind; Macmillan India New Delhi
4. Tiwari Dr. Murli D.; Education and E-Governance; Macmillan India New Delhi
5. Minoli Daniel, Minoli Emma: Web Commerce Technology Handbook; Tata McGrew Hill New Delhi
6. Minoli Daniel:Internet & Intranet Engineering; Tata McGrew Hill New Delhi
7. Bhatnagar Subhash and Schware Robert (Eds); Information and Communication Technology in Development; Sage Publication India, New Delhi
8. Amor, Daniel: E-business (r) evaluation, The: Living and Working in an Interconnected World; Prentice Hall US
9. Afuah, A, and Tucci, C: Internet Business Models and Strategies; McGrew Hill, New York
10. Agarwala Kamlesh N.: Internet Banking ; Macmillan India New Delhi

## **Semester-VI**

**BC(EC)-606- Financial Management**

**Max Marks: 80**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note: Nine questions shall be set in the question paper. The candidates will be required to attempt five questions in all. First question comprising of five (05) short questions of four (04) marks each is compulsory. Besides, attempt any four questions choosing at least one question from each of the three units.**

**UNIT - I**

Financial Statement: Meaning & types of financial statements, limitations of financial statements, objectives, objectives & methods of financial St. analysis, common size & comparative statement analysis.

**UNIT – II**

Reporting & Measurement - Income concepts for financial reporting, Measurement & reporting of revenue & Exp. & Gains & Losses, Measurement of Assets & Liabilities other developments in reporting: disclosure in financial reporting.

**UNIT – III**

Accounting standards an overview of national & International accounting standards (Excluding study of individual standards).

# SEMESTER-VI

**BC(EC)-607: Internet and World Wide Web-II**

**Max Marks: 50**

**Practical: 30**

**Internal Assessment: 20**

**Time: 3 Hours**

**Note: Nine questions shall be set in the question paper. The candidates will be required to attempt five questions in all. First question comprising of five (05) short questions of two (02) marks each is compulsory. Besides, attempt any four questions (10 Marks each) choosing at least one question from each of the three units.**

**Unit-I**

Web Browsing: Browsers, basic Information of Web Browsers, Browsers with Advanced facility, Internet Explorer, Netscape navigator, Netscape Communicator, Search Engine/ Directories: Directory, General features of the Search engines, Approaches to website selection.

**Unit-II**

Major search engines, specialized search engines, popular search engines/directories, Guidelines for effective searching, A general approach to searching, Designing website\ webpage, WW operations, Web standards, HTML- concept & version, naming scheme for HTML documents, HTML editors, Explanation of the structure of the Homepage, Elements in HTML Documents, XHTML, CSS, Extensible Stylesheet Language (SXL)

**Unit-III**

Tips for Designing Web Pages/Security of data/Information Security, Network Security, PINA Factor Privacy, Integrity, Non- reputation, authentication, SSL, Encryption, Digital Signature, Digital Certificate, Server Security, Firewall, Password, Biometrics, Payment Security, Virus Protection, Hacking.

**REFERENCES:**

1. Agarwala kamlesh.N and Agarwala Deeksha:Bridge to the online store front; Macmillan India New Delhi
2. Agarwala kamlesh.N and Agarwala Deeksha:Fatal Click: What to do When Viruses size your computer; Macmillan India New Delhi
3. Philips Lee Anne:Practical HTML 4;Prentice Hall New Delhi
4. Douglas E. Comer:The Internet Book; Prentice Hall New Delhi
5. Minoli Daniel,Minoli Emma:Web Commerce Technology Handbook;Tata McGraw Hill New Delhi
6. Minoli Daniel:Internet & Intranet Engineering;Tata McGraw Hill New Delhi
7. Deitel Harvey M. and Deitel Paul J. and Neito T.R;Complete Internet and World wide web Programming Training Coarse, Prentice Hall New Delhi
8. Complete Reference of HTML/XHTML by Thomas A. Powell
9. Hemant Kapilla: Data Comm. & Networking