



C.U. SHAH UNIVERSITY
VBT's Institute of Commerce
Wadhwan city
W.e.f.- June 2020

FACULTY OF: - COMMERCE
DEPARTMENT OF: - Master of Commerce (e-Commerce)
SEMESTER: - IV
CODE: - 5CO04INW1
NAME: Internet and Wireless Technology
 (Group-2) (Elective III)

Teaching & Evaluation Scheme

Sr. No	Subject Code	Name of the Subject	Teaching Hours / Week				Credits	Evaluation Scheme							
			Th	Tu	Pr	Total		Theory				Practical			Total Marks
								Sessional Exam		University Exam		Internal		Un iversity	
			Marks	Hr/s	Marks	Hr/s		Pr / Vi va	T W	Pr					
1	5CO04INW1	Internet and Wireless Technology	4	--	--	4	4	30	1 ¹ / ₂	70	3	--	--	--	100

Objective: To enable the students to understand the concept, principles and techniques applied in e-Marketing

Prerequisite: Required fundamental knowledge of e-Commerce

Course Outline

Sr.No.	Course Content	No of hours
1	Internet - 1 <ul style="list-style-type: none"> • Introduction • Concepts, Meaning and Features • Classification of Networks: LAN, WAN, Internet, Intranet and Extranet (Concept, Meaning and Benefits) • The trends in internet uses 	10

2	Internet – 2 <ul style="list-style-type: none"> • Experience with Internet • Extended internet • Growth of Internet • Improving the internet communications of the organization 	10
3	Internet – 3 <ul style="list-style-type: none"> • Specific applications of internet • Internets: the private Internet • Internets: Business needs • Implementation 	13
4	Wireless Technology <ul style="list-style-type: none"> • Wireless Marketing, Advertising & Promotions • Wireless payment option • Privacy in wireless Internet • Web Resources 	12
	Total hours	45

References: -

1. E-Commerce Concepts, Models, Strategies, C S V Moorthy, Himalaya Publications.
2. Global Electronic Commerce- Theory and Case Studies, J Christopher Westland, Theodore H K Clark, University Press.

On-line Resources:

a. Books

1. http://keshi.ubiwna.org/2015lotComm/Wireless_Communications_%26_Networking_Stallings_2nd.pdf
2. <http://home.ustc.edu.cn/~wfsun/lab/course/wireless/Steve%20Rackley%20-%20Wireless%20Networking%20Technology.pdf>

b. Videos

1. <https://www.youtube.com/watch?v=NgqbW2sZ1mw>

c. Ppt Slides

1. <https://www.slideshare.net/EkaterinaNaimushina1/telecommunications-the-internet-and-wireless-technology-75915230>
2. <https://slideplayer.com/slide/8175453/>