

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI**

**BS (BBA) – I**

**Course Title : COMPUTER APPLICATION TO BUSINESS**

**Course Number : BA(BS) – 351**

**Credit Hours : 03**

**Course Contents**

- 1. Information Technology**
  - 1.1. Principles
  - 1.2. Practices
  - 1.3. Opportunities
  
- 2. Components of Computer**
  - 2.1. Input Devices
  - 2.2. Storage Devices
  - 2.3. Processing Devices
  - 2.4. Output Devices
  
- 3. Computer System and Its Components**
  - 3.1. Hardware
  - 3.2. Software
  - 3.3. Data / Information
  - 3.4. People
  - 3.5. Procedures
  - 3.6. Environment
  
- 4. Operating System and User Interface**
  - 4.1. Operating System Basics
  - 4.2. Types of Operating Systems
  - 4.3. Running Programs
  - 4.4. Managing Files
  - 4.5. Managing Hardware
  
- 5. Application Software:**
  - 5.1. Word Processing Programs (MS Word)
    - 5.1.1. Word Processor Interface
    - 5.1.2. Entering and Editing Text
    - 5.1.3. Formatting Text

- 5.1.4. Special Features of Word Processing Software (Spell & Grammar Check, Thesaurus, Track Changes, Comments, and Mail Merge)
- 5.2. Spreadsheet Program (MS Excel)
  - 5.2.1. Spreadsheet's Interface
  - 5.2.2. Entering Data in a Worksheet
  - 5.2.3. Editing and Formatting a Worksheet
  - 5.2.4. Adding Charts
  - 5.2.5. Using Basic Functions (Sum, Average, Count, Find, Replace, Repeat, Search, VLookup and HLookup)
- 5.3. Presentation Program (MS Power Point)
  - 5.3.1. The Presentation Program's Interface
  - 5.3.2. Creating a Presentation
  - 5.3.3. Formatting Slides
  - 5.3.4. Special Features of Presentation Programs
  - 5.3.5. Integrating Multiple Data Sources in a Presentation
  - 5.3.6. Presentation Slide Shows
- 5.4. Databases and Database Management Systems
  - 5.4.1. The Database
  - 5.4.2. The DBMS
  - 5.4.3. Working Database Tables
    - 5.4.3.1. Creating Database Tables
    - 5.4.3.2. Sorting Database Tables
    - 5.4.3.3. Viewing Records
    - 5.4.3.4. Querying a Database
    - 5.4.3.5. Generating Reports

## **6. Internets Basics**

- 6.1. How Internet Works TCP/IP: The Universal Language of The Internet
- 6.2. Addressing Schemes–IP and DNS Addresses
- 6.3. Domains and Sub–Domains
- 6.4. Major Features of Internet
  - 6.4.1. world wide web
  - 6.4.2. e–mail
  - 6.4.3. Telnet
  - 6.4.4. FTP
  - 6.4.5. Relay Chat (IRC)
  - 6.4.6. Firewalls
  - 6.4.7. Intranets and Extranets
  - 6.4.8. Cyber Crimes

## **7. Networks and Data Communications**

- 7.1. The Uses of a Network
  - 7.1.1. Simultaneous Access
  - 7.1.2. How Networks are Structured
    - 7.1.2.1. Local Area Network
    - 7.1.2.2. Metropolitan Area Network
    - 7.1.2.3. Wide Area Network
    - 7.1.2.4. Server–Based Network

- 7.1.2.5. Client / Server Networks
- 7.1.2.6. Peer-to-Peer Networks
- 7.1.3. Network Topologies
- 7.1.4. Data Communication
  - 7.1.4.1. Modem
  - 7.1.4.2. ISDN, T1, T3
  - 7.1.4.3. DSL Technologies
  - 7.1.4.4. ATM
  - 7.1.4.5. Cable Modem

## **8. E-Commerce Applications Models (limited to application only)**

- 8.1. B2C B-Business
- 8.2. B2B C-Consumer
- 8.3. C2C G-Government
- 8.4. B2E S-Society
- 8.5. G2S E-Employee

## **9. The Driving Forces of E-Commerce**

- 9.1. Change Management (CM)
- 9.2. New World of Business Organization
- 9.3. Responses Business Process Reengineering (BPR)
- 9.4. Business Pressure

## **10. Establishing Your Presence in E-Commerce**

- 10.1. Types of Web Sites
- 10.2. Web Page Design and Tools
- 10.3. Publishing and Promoting your Web Site
- 10.4. Maintaining a Website: Structuring a Traditional Company's "Dot Com"

### **RECOMMENDED BOOKS:**

1. Senn James A., *Information Technology in Business*, Prentice Hall, 2002
2. Turban, Lee, King, Chung, *Electronic Commerce: A Managerial Perspective*, Prentice Hall, (Latest Edition)
3. Peter Norton, *Introduction to Computers*, McGraw-Hill, 5<sup>th</sup> Edition, 2004