

JYOTI NIVAS COLLEGE AUTONOMOUS

Programme: B.Com / TM/LSM/Integrated B.Com – M.com

Semester: VI

E-COMMERCE

No. of Credits: 3

No. of Hours: 45

COURSE OBJECTIVES:

- Describe the major types of E-commerce.
- Have the knowledge of the different types of E-Commerce Models.
- Provide knowledge on the different types of online marketing methods.

LEARNING OUTCOMES:

- Understand the basic concepts of E-commerce.
- Identify the key security threats in the E-commerce environment.
- To understand the processes of e-commerce and e-start ups.

UNIT 1: INTRODUCTION TO E-COMMERCE

12 HRS

E-Commerce – meaning, features, scope, process, advantages and disadvantages, Business Application of E-Commerce, Business-to-Consumer (B2C), Business-to-Business (B2B), Consumer-to-Consumer (C2C), and Consumer-to-Business (C2B), Differences between E-Commerce and E-Business, Architectural framework of Electronic Commerce, Web based E-Commerce Architecture.

UNIT 2: E-PAYMENT SYSTEM:

09 HRS

E-payment systems – meaning, features, benefits and limitations, EDI – Meaning and benefits, EDI technology and implementation, Types of E- payment systems – EFT, ECS, Credit and Debit Card Payments, Contactless Cards, UPI, RTGS, NEFT, IMPS.

UNIT 3: SECURITY IN E-COMMERCE

07 HRS

E-security – meaning, Key Security Concerns and Measures of E-Business, Threats in Computer Systems - Virus, Hacking, Sniffing, Cyber – Vandalism, Secure Electronic Transaction (SET) protocol, SSL protocol, Firewalls, Cryptography methods, VPNs.

UNIT 4: E- MARKETING

10 HRS

Components of online marketing – SEO, blog, banner, email, social network, permission marketing, affiliate marketing, viral marketing. System components and functions, E-marketing value chain, maintaining a website, browsing behavior model. E-CRM solutions, interactive websites, managing customers and lifecycles, data mining

UNIT 5: E- START UPS

07 HRS

Meaning, definition and nature of E-Start Ups, steps in launching online business, benefits and limitations of online business, reasons for success of e-commerce companies.

SKILL DEVELOPMENT

- List out any five examples for each E-commerce model.
- Write a step to install and set up a UPI account in Mobile.
- Analyze a case study on e-tailing in India.
- Discuss case study for E-Commerce Security Issues and Solutions
- Visit Few Business Websites and note down the system components and functions

BOOKS FOR REFERENCE:

- Dr. C. S. Rayudu – E Commerce, HPH
- C.S.V Murthy- E Commerce, HPH
- R. G. Saha, E-Business, HPH
- Kamlesh K. Bajaj, —E-Commerce- The Cutting Edge of Business, Tata McGraw-Hill, 1 st Edition, 2005.
- J. Christopher Westland, Theodore H. K Clark, —Global Electronic Commerce- Theory and Case Studies, University Press, 1st Edition, 1999.
- Dr. Sudeshna Chakraborty , Priyanka Tyagi - E Commerce for Entrepreneurs-1st edition BPB Publications
- S.J. P.T. Joseph-E-COMMERCE : An Indian Perspective- 6th edition -PHI Learning Pvt. Ltd

Note: Latest edition of text books may be used.