

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: B.B.A

Semester: VI

E-BUSINESS

Course Code: 18BB601

No. of Hours: 60

COURSE OBJECTIVES:

- To understand the use of Computers in decision making.
- To provide an insight into various processing and information systems.
- The objective is to expose the students to electronic modes of commercial operations..

LEARNING OUTCOMES:

- Maintaining database and processing software.
- Analyzing records according to management policy.
- Systems to give practical exposure in various reporting methods and Internet Accessibility

UNIT 1:E-BUSINESS – An Introduction:

14 HRS

Introduction, E-Commerce – definition, History of E-commerce, types of E-Commerce B to B etc. Comparison of traditional commerce and e-commerce. E-Commerce business models – major B to B, B to C model, Consumer-to-Consumer (C2C), Consumer-to-Business (C2B) model, Peer to-Peer (P2P) model – emerging trends. Advantages/ Disadvantages of e-commerce, web auctions, virtual communities, portals, e-business revenue models.

UNIT 2:SECURITY FOR E-BUSINESS

14 HRS

Security threats – An area view – implementing E-commerce security – encryption – Decryption, Protecting client computers E-Commerce Communication channels and web servers Encryption, SSL protocol, Firewalls, Cryptography methods, VPNs, protecting, networks, policies and procedures.

UNIT 3 E-PAYMENTS:

12 HRS

E-payment systems – An overview. B to C payments, B to B payments. Types of E- payment system – Credit card payment, debit cards, accumulating balance, online stored value payment systems, digital cash, digital (electronic) wallets, agile wallet, smart cards and digital cheques. Secure Electronic Transaction (SET) protocol.RFID Concepts.

UNIT 4:E-BUSINESS MARKETING TECHNOLOGIES

14 HRS

E-Commerce and marketing B to B and B to C marketing and branding strategies. Web transaction logs, cookies, shopping cart database, DBMS, SQL, data mining, CRM (customer relationship Management) system – permission marketing, affiliate marketing, viral marketing.

UNIT 5 CYBER LAWS

06 HRS

Legal Aspects of E-Business, Internet frauds – Cyber Laws. IT Act 2000 salient features. Guidelines on cyber securities to be included

SKILL DEVELOPMENT

- Evaluate, select, and use computer-based information systems from a management perspective.
- Design and develop basic applications such as a spreadsheet
- Case studies will be examined in class.
- Visit Few Business Websites and note down in Practical Record Book
- Practicals on understanding demo versions of Various Softwares.

REFERENCES:

1. Marriappa M – E- Commerce,
2. R. G. Saha, E-Business, HPH
3. M. Suman – E – Commerce & Accounting
4. Kalakota Ravi and A. B. Whinston : “Frontiers of Electronic Commerce”, Addison
5. Watson R T : “Electronic Commerce – the strategic perspective.” The Dryden press
6. Agarwala K.N and Deeksha Ararwala: “Business on the Net – Whats and Hows of E-Commerce”
7. Agarwala and Ararwala : “Business on the Net – Bridge to the online store front,”
8. Murthy CSV: “E. Commerce” Himalaya Publishing House Pvt.Ltd.