OPEN COURSE- B.Com

BCM5D01: E-COMMERCE

COURSE OBJECTIVES: It is intended to enable the students to know the basics of E-Commerce and to prepare them for E- Commerce in life. It is planned to provide a practical exposure to E-Commerce and E- Business management.

Syllabus

Module I: Introduction to E-Commerce: Meaning and concept - E-Commerce v/s Traditional Commerce - E-Business *&.* E-Commerce - History of E- Commerce - EDI - Importance, features *&* benefits of E- Commerce - Impacts, challenges & limitations of E-Commerce -Supply chain management *&* E-Commerce - E- Commerce infrastructure - Business Models of E - Commerce: Business to business - Business to customers -customers to customers – Business to government - Business to employee - E - Commerce strategy - Influencing factors of successful E- Commerce. (20 Hours, 20 marks)

Module II: Marketing Strategies *&* E - Commerce: Website - Components of website - Concept *&* designing website for E- Commerce - Corporate website - Portal - Search Engine – Internet advertising - Emergence of the internet as a competitive advertising media - Models of internet advertising - Weakness in internet advertising. (18 Hour, 10 marks)

Module III: Electronic Payment System: Introduction - Online payment systems - prepaid and postpaid payment systems - E-cash - E- cheque - Smart card - Credit card - Debit card –Electronic purse - Security issues on electronic payment system - Solutions to security issues -
Biometrics - Types of biometrics. (10 Hours, 10 marks)

COURSE OUTCOMES: At the end of the course students know the basics of E-Commerce and the various Business Models of E-Commerce. This enhances the students' skills for designing and developing websites. It helps them to use the emerging modes of E-payment. It also Identify the security issues on electronic payment system and solutions to various security issues relating to E-payment.