



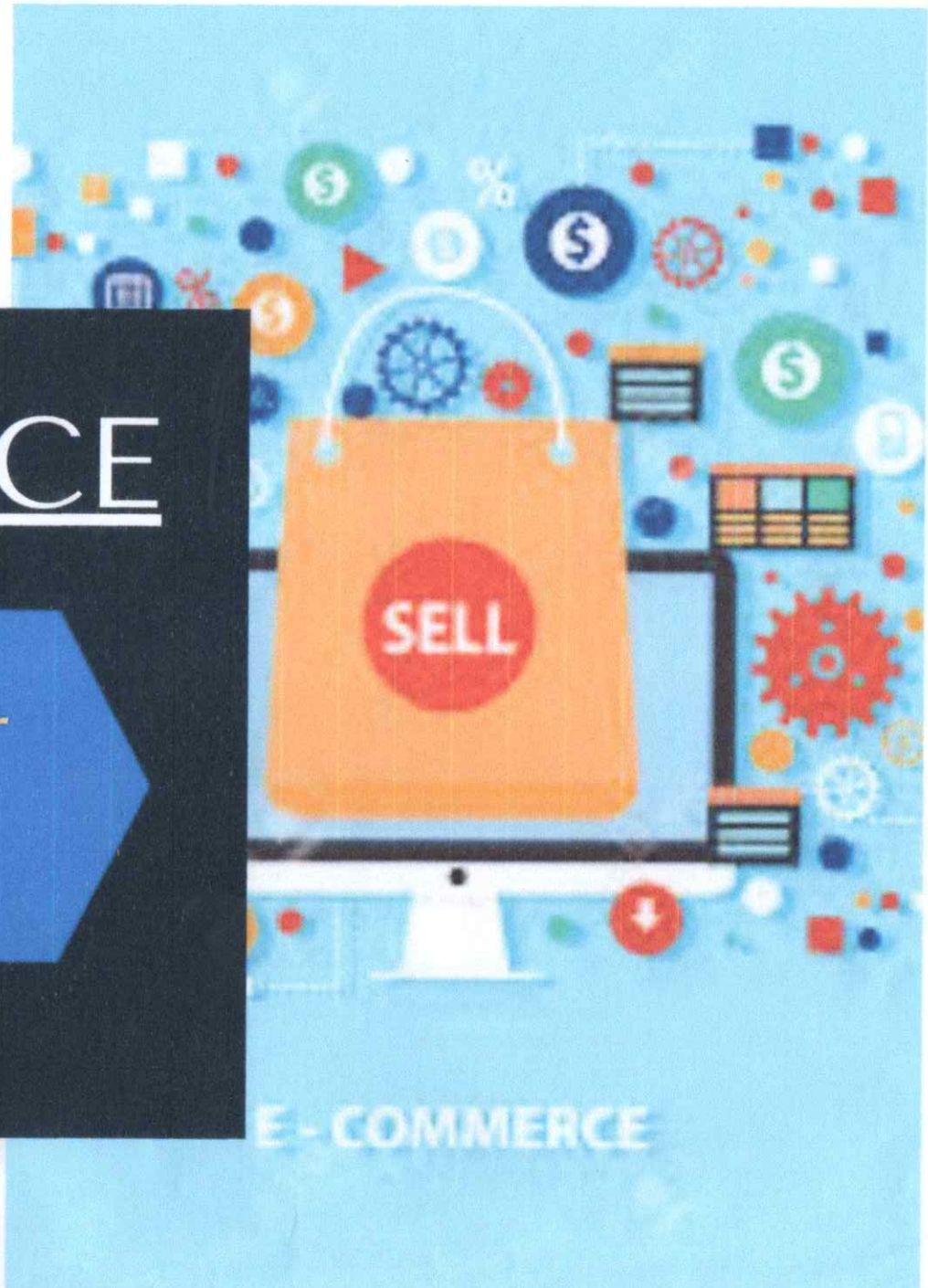
Alphonsa College Thiruvambady

Run by Educational Trust of Diocese of Thamarassery  
Affiliated to the University of Calicut.

# E-COMMERCE

Add-on Course for  
BBA Students

2019



**ALPHONSA COLLEGE THIRUVAMBADY**  
**P G DEPARTMENT OF COMMERCE 2019 -2020**



**Curriculum**  
**On**  
**the Certificate Course of**  
**E-COMMERCE**  
**BBMEC01**

**Teacher Coordinator: Ms. Dhanya. K**

**Fee Structure: INR 500 (Per student)**

**Duration of the course: 3 Months**

**Total Hours: 30**

**E-COMMERCE**  
**A Certificate course for BBA Students**  
**2019-2020**

**COURSE SYLLABUS**

**BBMEC01 E-COMMERCE**

Lecture Hours per week: 3,

Credits: 3 Internal: 15, External: 60,

Examination 2 Hours

**Objectives:**

1. To enable the students to understand basics of E- Commerce.
2. To Gain a practical orientation to E-Commerce and E- Business management.

**Outcome**

1. To analyse the impact of E-commerce on business models and strategy.
2. To explain the process that should be followed in building an E-commerce presence.
3. To identify the key security threats in the E-commerce environment.

**Module I**

(10 Hours)

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.

**Module II**

(10 Hour)

E - Commerce: Website - Commerce - Search Engine - Internet advertising - Emergence of the internet as a competitive advertising media - Models of internet advertising - Weakness in internet advertising.


**Module III**

(10 Hours)

Electronic Payment System: Introduction - Online payment systems - prepaid and post-paid payment systems - E-cash - E- cheque - Smart card - Credit card - Debit card -Electronic purse - Security issues on electronic payment system

## Reference

1. Rayport, Jeffrey F and Jaworksi. Bernard J: Introduction to E-Commerce, Tata McGrawHill
2. Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.
3. Rich, Jason R: Stalling an E-Commerce Business, IDG Books, Delhi.
4. Laudon, Kenneth C and Carol Guercio Traver : E-Commerce business. Technology. Society, Pearson Education, Delhi.
5. Stamper David A. and Thomas L.Case: Business Data Communications, Pearson Education, New Delhi.
6. Willam Stallings: Business Data Communications. Pearson Education, New Delhi.

  
Ms.Dhanya K (Coordinator)

  
Dr. Chacko K V (Principal)

DR. CHACKO K.V.  
PRINCIPAL  
ALPHONSA COLLEGE THIRUVAMBADY  
THIRUVAMBADY P.O., KOZHIKODE-673603

**E-COMMERCE**  
**A Certificate course for BBA Students**  
**2019-2020**

**COURSE SUMMARY**

Name of the Programme :E-Commerce

Duration : 30 hours

Aim : Understand the basic concepts and technologies of management information systems

Faculty : Ms.Dhanya K

No. of students : 17


The PG Department Of Commerce had conducted an add on course in E-Commerce for the academic year 2019 -2020.The course was offered for the second year U.G. students (2019-2020). Ms.Dhanya K, Assistant Professor, P.G. Department of Commerce was the co –coordinator of the program. The course started on July 1 and ended on August 16.

It was a 30 hour course.

The primary goal of e-commerce is to reach maximum customers at the right time to increase sales and profitability of the business.Ecommerce offers business a whole range of opportunities, from marketing opportunities to increasing your products ranges to generating more sales. The E-commerce course is to familiarise students with different online practises and business strategies designed to increase the visibility, accessibility and competitiveness of businesses. It helps students to assess problems, analyse results and implement the best practises to ensure that a company can achieve its strategic objectives.

**ASSESSMENT PROCEDURE**

The evaluation criteria includes a written examination and marks were converted into grades.

  
Ms.Dhanya K (Coordinator)

  
Dr. Chacko K V (Principal)

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## LIST OF STUDENTS ENROLLED FOR ADD-ON COURSE

### E. COMMERCE (2019-2020)

SL.NO	ENROLLED NUMBER	NAME OF PARTICIPANTS
1	COMEC19-01	MARIA RIBI
2	COMEC19-02	SHALET ZACHARIAS
3	COMEC19-03	ABILASH BENNY
4	COMEC19-04	ALEN MATHEW
5	COMEC19-05	AMAL NINANCHAN
6	COMEC19-06	AMAR SINAD KP
7	COMEC19-07	AMEER ZUHAIL
8	COMEC19-08	BEZALEL SUGATH
9	COMEC19-09	BLESSON WILSON
10	COMEC19-10	COLIN BOBEN
11	COMEC19-11	JENITTEN JOSEPH
12	COMEC19-12	JOMON JOSE
13	COMEC19-13	KAILASNATH TK
14	COMEC19-14	NIKHIL VELLANCHIRA JOSE
15	COMEC19-15	NIMIL THOMAS ABRAHAM
16	COMEC19-16	NISHAL MUHAMMED RK
17	COMEC19-17	TOM GEORGE

  
Ms. Dhanya K (Coordinator)

  
Dr. Chacko K V (Principal)

DR. CHACKO K.V.  
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### Attendance List

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# Alphonsa College Thiruvambady



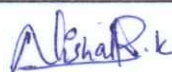

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## E-COMMERCE


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2019-2020**

### **STUDENTS LIST WITH SIGNATURE**

SL.NO	NAME OF PARTICIPANTS	SIGNATURE
1	MARIA RIBI	
2	SHALET ZACHARIAS	
3	ABILASH BENNY	
4	ALEN MATHEW	
5	AMAL NINANCHAN	
6	AMAR SINAD KP	
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## E. COMMERCE An Add-On Course for BBA Students 2019-2020

### GRADE SHEET

SL.NO	NAME OF PARTICIPANTS	GRADE OBTAINED
1	MARIA RIBI	A
2	SHALET ZACHARIAS	A+
3	ABILASH BENNY	A+
4	ALEN MATHEW	A
5	AMAL NINANCHAN	A+
6	AMAR SINAD KP	A+
7	AMEER ZUHAIL	A
8	BEZALEL SUGATH	A+
9	BLESSON WILSON	A
10	COLIN BOBEN	A
11	JENITTEN JOSEPH	A
12	JOMON JOSE	A+
13	KAILASNATH TK	A
14	NIKHIL VELLANCHIRA JOSE	A+
15	NIMIL THOMAS ABRAHAM	A+
16	NISHAL MUHAMMED RK	A
17	TOM GEORGE	A+

  
Ms. Dhanya K (Coordinator)

  
Dr. Chacko K V (Principal)

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# CERTIFICATE

**This is to certify that**

**JENITTEN JOSEPH**

has successfully completed an add-on-course on

**'E-Commerce'**

With 'A' Grade in the academic year 2019 - 2020

organized by PG Department of Commerce,

**Alphonsa College Thiruvambady**

**MS. SANAMMA P. V**

**HOD**

P.G Department of Commerce



**Dr. Chacko K. V**

**(Principal)**