



Alphonsa College Thiruvambady

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

E-COMMERCE

**Add-on Course for BBA
Finance Students**

2021

ALPHONSA COLLEGE THIRUVAMBADY
P G DEPARTMENT OF COMMERCE 2021-22



Curriculum
On
the Certificate Course of
E-COMMERCE
BBMEC03

Teacher Coordinator: Mr. 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
2021-2022

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 : 24

The PG Department Of Commerce had conducted an add on course in E-Commerce for the academic year 2021 -2022.The course was offered for the second year U.G. students (2021-2022). Ms. Dhanya K, Assistant Professor, P.G. Department of Commerce was the co –coordinator of the program. The course started on July 5 and ended on September 16. It was a 30 hour course.

The primary goal of this course is to make students capable of increasing sales and profitability of the business. The E-commerce course is to familiarise students with different online practices 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 criterion includes a written examination and marks were converted into grades.



Ms. Dhanya K. (Coordinator)



Dr. Chacko K.V. (Principal)

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

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COURSE SYLLABUS

BBMEC02 E-COMMERCE

Lecture Hours per week: 3,

Credits: 3 Internal: 15, External: 60,

Examination 2 Hours

Objectives:

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

Outcome

7. To analyse the impact of E-commerce on business models and strategy.
8. To explain the process that should be followed in building an E-commerce presence.
9. 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.

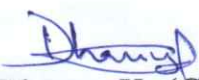
Module III

(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)


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List of Students Enrolled for Add-On Course

E-COMMERCE (2021-2022)

SL.NO	ENROLLMENT NUMBER	NAME OF PARTICIPANTS
1	COMEC20-01	ANAL ANTONY
2	COMEC20-02	ABIN BIJU
3	COMEC20-03	JAYIN P. JOY
4	COMEC20-04	SANGEETH PRADEEP
5	COMEC20-05	RIXON ROBIN
6	COMEC20-06	MELEESA SEBASTIAN
7	COMEC20-07	CHERUVATHOOR ALVIN JOHNSON
8	COMEC20-08	SHANA SHERIN P.
9	COMEC20-09	HABISH K. K.
10	COMEC20-10	ABIN THOMAS
11	COMEC20-11	HARSHAL ANIL PAWAR
12	COMEC20-12	ASWATHI PADMAN
13	COMEC20-13	SWAGATH SURESH V. C.
14	COMEC20-14	VYSHAKH P. R.
15	COMEC20-15	AKHIL ABRAHAM

16	COMEC20-16	AYANA SABU
17	COMEC20-17	ANAS K.
18	COMEC20-18	MUHAMMED SHAMILKHAN P. T.
19	COMEC20-19	MUHAENUL ASWAD
20	COMEC20-20	MITHUN BABU
21	COMEC20-21	JOJO JOSEPH
22	COMEC20-22	NITHIN DAS
23	COMEC20-23	BIBINA THOMAS
24	COMEC20-24	SANDRA P JAISON

Ms. Dhanya K. (Coordinator)

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2021-2022
Attendance List

Sl. NO	NAME	DAY 1 5/7/21	DAY 2 2/7/21	DAY 3 5/7/21	DAY 4 6/7/21	DAY 5 7/7/21	DAY 6 8/7/21	DAY 7 9/7/21	DAY 8 12/7/21	DAY 9 13/7/21	DAY 10 14/7/21	DAY 11 15/7/21	DAY 12 16/7/21	DAY 13 19/7/21	DAY 14 21/7/21	DAY 15 22/7/21
1	ANAL ANTONY	P	P	P	P	P	P	P	AB	P	P	P	P	AB	P	P
2	ABIN BIJU	P	P	P	P	P	P	P	P	P	P	AB	P	P	P	P
3	JAYIN P. JOY	P	P	P	P	P	P	P	AB	P	P	P	P	P	P	P
4	SANGEETH PRADEEP	P	P	P	P	P	P	P	P	P	P	P	P	P	P	AB
5	RIXON ROBIN	P	P	P	AB	P	P	P	P	P	P	P	P	P	P	P
6	MELEESA SEBASTIAN	P	P	P	P	P	P	P	P	P	AB	P	P	P	P	P

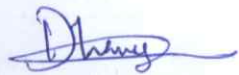
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SL. NO	NAME	DAY 16 23/7/21	DAY 17 26/7/21	DAY 18 27/7/21	DAY 19 28/7/21	DAY 20 29/7/21	DAY 21 30/7/21	DAY 22 2/8/21	DAY 23 3/8/21	DAY 24 4/8/21	DAY 25 5/8/21	DAY 26 6/8/21	DAY 27 9/8/21	DAY28 10/8/21	DAY29 11/8/21	DAY 30 16/8/21
1	ANAL ANTONY	P	P	P	P	P	P	P	AB	P	P	P	P	P	P	P
2	ABIN BIJU	AB	P	P	P	P	P	P	P	P	P	P	P	P	P	P
3	JAYIN P. JOY	P	P	P	AB	P	P	P	P	P	P	P	P	AB	P	P
4	SANGEETH PRADEEP	P	P	P	P	P	P	P	AB	P	P	P	P	P	P	P
5	RIXON ROBIN	P	P	P	P	P	P	P	P	P	AB	P	P	P	P	P
6	MELEESA SEBASTIAN	P	P	P	P	P	P	P	P	P	P	P	P	AB	P	P
7	CHERUVAT HOOR ALVIN JOHNSON	P	P	P	P	P	AB	P	P	P	AB	P	P	P	P	P
8	SHANA SHERIN P.	P	AB	P	P	P	P	P	P	P	P	P	P	P	P	P
9	HABISH K. K.	P	P	P	P	P	P	P	P	P	P	AB	P	P	P	P

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20	MITHUN BABU	AB	AB	P	P	P	P	P	P	P	P	P	P	P	P	P	P
21	JOJO JOSEPH	P	P	P	AB	P	P	P	P	P	P	P	P	P	P	P	P
22	NITHIN DAS	P	P	P	P	P	P	P	P	P	P	P	AB	P	P	P	P
23	BIBINA THOMAS	P	P	P	P	P	P	P	P	AB	P	P	P	P	P	P	P
24	SANDRA P JAISON	P	P	P	P	P	P	AB	P	P	P	P	P	P	P	P	P



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Dr. Chako K V(Principal)

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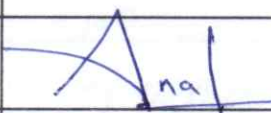
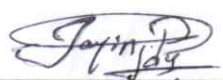
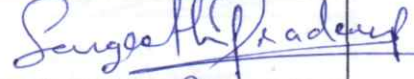
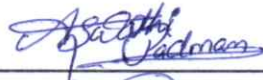
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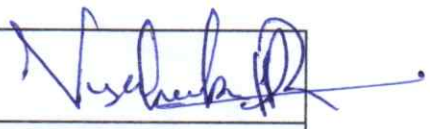
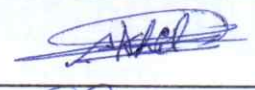
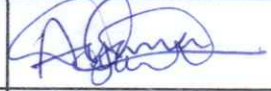
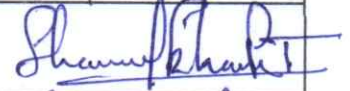
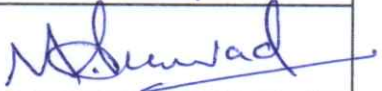
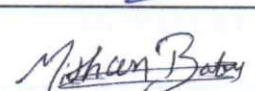
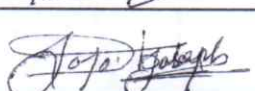
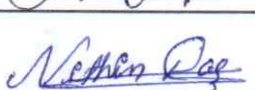
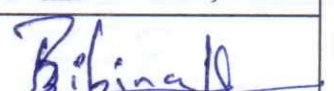
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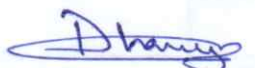
A Certificate course for BBA Students

2021-2022

STUDENTS LIST WITH SIGNATURE

SL.NO	NAME OF PARTICIPANTS	SIGNATURE
1	ANAL ANTONY	
2	ABIN BIJU	
3	JAYIN P. JOY	
4	SANGEETH PRADEEP	
5	RIXON ROBIN	
6	MELEESA SEBASTIAN	
7	CHERUVATHOOR ALVIN JOHNSON	
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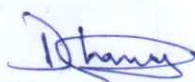
An Add-On Course for B.Com Students

2021-2022

GRADE SHEET

SL.NO	NAME OF PARTICIPANTS	GRADE OBTAINED
1	ANAL ANTONY	A+
2	ABIN BIJU	A
3	JAYIN P. JOY	A+
4	SANGEETH PRADEEP	A
5	RIXON ROBIN	A+
6	MELEESA SEBASTIAN	A+
7	CHERUVATHOOR ALVIN JOHNSON	A
8	SHANA SHERIN P.	A
9	HABISH K. K.	A+
10	ABIN THOMAS	A+
11	HARSHAL ANIL PAWAR	A
12	ASWATHI PADMAN	B+
13	SWAGATH SURESH V. C.	A+
14	VYSHAKH P. R.	A
15	AKHIL ABRAHAM	A+
16	AYANA SABU	A+
17	ANAS K.	A

18	MUHAMMED SHAMILKHAN P. T.	A+
19	MUHAENUL ASWAD	A
20	MITHUN BABU	A+
21	JOJO JOSEPH	A+
22	NITHIN DAS	A
23	BIBINA THOMAS	B+
24	SANDRA P JAISON	A



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CERTIFICATE

This is to certify that

HARSHAL ANIL PAWAR

has successfully completed an add-on-course on

'E-Commerce'

With 'A' Grade in the academic year 2021 - 2022

organized by PG Department of Commerce,

Alphonsa College Thiruvambady

MS. SANAMMA P. V

HOD

P.G Department of Commerce



Dr. Chacko K. V
(Principal)