



Paper Code : ECM 504
Paper Name : E- COMMERCE

Teaching Hours (Per Week)		Examination Scheme		
TH. (hours)	Pr. (hours)	Internal	External	Total
		Th. (marks)	Th. (marks)	
4		30	70	100 (marks)

Lectures = 68 Hours

UNIT I: INTRODUCTION (14 Hrs)

Meaning, Concepts, Features, Functions, Categories of E-Commerce, Scope, Advantages and Limitation of E-Commerce, E-Commerce practices v/s Traditional practices, E-Commerce and the Trade Cycle.

UNIT II: FUNDAMENTAL OF E-COMMERCE (14 Hrs)

Types of e-commerce- B2B, B2C, C2C, and P2P, B2B service provider, e-distributor, Procurement, Importance of E-Commerce, Internet and its role in e-commerce, procedure of registering Internet domain, Tools and Services of Internet.

UNIT III: E-PAYMENT, MARKETING AND FINANCE (14 Hrs)

Transactions through Internet, Requirements of e-payment systems, Functioning of debit and credit cards, Impact of e-commerce on market, Marketing issues in e- marketing, direct marketing, Areas of e-financing, E-banking, Traditional v/s E-banking.

UNIT IV: SECURITY OF E-COMMERCE (13 Hrs)

Setting up Internet security, Maintaining secure information, Data Encryption, Digital Signature and other Security Measures. Laws Relating to online transactions- Salient Features.

UNIT V: E-COMMERCE IN INDIA (13 Hrs)

State of e-commerce in India, Problems and Opportunities in e-commerce in India, Legal Issues, Future of e-commerce, Applications in E-Commerce: E-commerce applications in Manufacturing, Wholesale, Retail and Service sector.

REFERENCE BOOKS:

1. Daniel Amor: **“E Business R(Evolution)”** Pearson Edude.
2. Krishnamurthy: **“E-Commerce Management”** Vikas Publishing House.
3. David Whiteley: **“E-Commerce: Strategy, Technologies and Applications”** Tata McGraw Hill.
4. P. T. Joseph: **“E-Commerce: A managerial Perspectives”** Tata McGraw Hill.