

Name of the Programme: Bachelor of Commerce (B.Com.)

Course Code: B.Com. 2.4 Open Elective Course (OEC)

Name of the Course: E - Business

Course Credits	No. of Hours per week	Total No. of Teaching Hours
3 Credits	3 Hrs	42 Hrs

Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies, Fieldwork etc.,

Course outcomes: On successful completion of the course, the Students will be able to

- Understand the basic concepts of E-commerce;
- Have the knowledge of the different types of E-Commerce Models.
- Understand the processes of developing and implementing E-Payments.
- Be aware of the ethical, social, and security issues of E-commerce.
- Distinguish the different stages of developing a website.

Syllabus

Module No. 1: Introduction to E - Business and E - Commerce (10 Hrs)

Meaning, Features and Benefits of E-Commerce. E-Commerce VS Traditional Commerce. Media Convergence, Business Applications & Need for E-Commerce, Meaning, Nature and Benefits of E-Business, Business Application of E-Commerce, Business-to-Consumer (B2C), Business-to-Business (B2B), Consumer-to-Consumer (C2C), and Consumer-to-Business (C2B). Differences between E-Commerce and E-Business

Module No. 2: E - Payment Systems (12 Hrs)

Meaning and Features of E – Payment System. E - Payment System VS Traditional Payment System. Types of E- Payment Systems - Electronic Clearing Services, Credit and Debit Card Payments, Contactless Cards, Rupay Cards, UPI, RTGS, NEFT, IMPS, AePS, E-Money. Benefits and Limitations of E – Payment System.

Module No. 3: Securities in E - Commerce (08 Hrs)

Meaning, Definitions, Dimensions and Scope of E – Security. E-Commerce Security Environment. Threats in Computer Systems: Virus, Hacking, Sniffing, Cyber – Vandalism, Etc.,

Module No. 4: E - Start ups (12 Hrs)

Meaning, Definition and Nature of E – Startups. Challenges and Steps of Launching Online Business. Benefits and Limitations of Online Business. Meaning and benefits of E-Procurement. Types & Drivers of e- procurement. Components of e- procurement systems. Implementation of e- procurement system. Reasons behind the success of e-commerce companies - Case studies of Walmart, Amazon, IKEA, Starbucks, PhonePe, Flipkart, Big Basket, Justdial, OLX and OYO.

Skill Developments Activities:

- List out any five examples for each E-commerce model.
- Write a step to install and set up a UPI account in Mobile.
- Write a brief case study on the online shopping system in India.
- Derive or discuss case study for E-Commerce Security Issues and Solutions
- Any other activities, which are relevant to the course.

Reference Books:

- Dr. C. S. Rayudu – E Commerce, HPH
- C.S.V Murthy- E Commerce, HPH

- Kamlesh K. Bajaj, —E-Commerce- The Cutting Edge of Business, Tata McGraw-Hill, 1 st Edition, 2005.
- J. Christopher Westland, Theodore H. K Clark, —Global Electronic Commerce- Theory and Case Studies, University Press, 1st Edition, 1999.
- Dr. Sudeshna Chakraborty , Priyanka Tyagi - E Commerce for Entrepreneurs-1st edition BPB Publications
- S.J. P.T. Joseph-E-COMMERCE : An Indian Perspective- 6th edition -PHI Learning Pvt. Ltd

Note: Latest edition of textbooks and reference Books may be used