Marwadi University

PROGRAM	Bachelor of Commerce/ Bachelor of Commerce (Hons)
SEMESTER	IV
COURSE TITLE	E-Commerce
COURSE CODE	04BC0424
COURSE CREDITS	04
COURSE DURATION	48 Hrs (48 sessions of 60 minutes each)

Course Outcomes

- Comprehend why household, business, government and global behavior determine the aggregate demand for goods and services.
- Have a basic concept of E-Commerce.
- Have a knowledge of different e-payment system.
- Should be able to apply security systems in E- business.
- Different marketing system for e-commerce/e-business.

Teaching and Examination Scheme

Teaching Scheme (Hours)			Credits	Internal Marks (50%)		End-Semester Examination (50%)			Total Marks
Theory	Tutorial	Practical		IA	CSE	Theory	Practical/Viva	Term Work (TW)	
4	0	0	4	30	20	0	50	0	100

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Course Contents:

Unit No	Unit/Sub-unit	Sessions
I	**INTRODUCTION TO E COMMERCE** Introduction to E-Commerce – History of E-commerce, types of E-Commerce - Comparison of traditional commerce and e-commerce. Business models under E-Commerce – Business to Business (B2B) - Business to Customer model (B2C), Consumer-to-Consumer (C2C) - Consumer-to-Business(C2B) model - Peer to-Peer (P2P) model – emerging trends - Advantages and Disadvantages of e-commerce - web auctions, - e-business revenue generation models.	10

II	**E-COMMERCE INFRASTRUCTURE** Internet technology- past, current and future-internet and the web- mobile apps- imagine your e-commerce presence, building e-commerce presence systematic approach- choosing hardware, software and other tools- developing mobile website and app.	10
III	**PAYMENTS IN E – BUSINESS** E-payment systems – An introduction - B to C payments - B to B payments -Types of E- payment system – Credit card - debit cards - accumulating balance - online stored value payment systems - Secure Electronic Transaction (SET) protocol - payment gateways - digital cash - digital wallets - - smart cards and digital cheques.	10
IV	**SECURITY OPERATIONS FOR E-BUSINESS** Possible Security threats – implementation of E-commerce security – encryption – Decryption - **Cryptography methods** - SSL protocol – Firewalls – VPNs - protecting networks - policies and procedures.	10
V	**MARKETING OF E-BUSINESS** E-Commerce and marketing - B to B and B to C marketing and branding strategies - Web transaction logs – cookies - shopping cart database – DBMS – SQL - data mining - CRM (customer relationship Management) system – permission marketing - affiliate marketing - viral marketing.	08

Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
T-01	K. Bajaj & D. Nag	E-Commerce: The cutting edge of business	TMGH	2nd edition 2017
T-02	Carol Guercio Traver and Kenneth C. Laudon	E-commerce: Business, Technology, Society	Pearson	14th edition 2018

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year of Publication
R-01	Becker, S. Ann	Electronic Commerce: Concepts, Methodologies, Tools and Applications	IGI Global	2007