

SEMESTER-V

E-COMMERCE

Programme: B.Com (Computer Applications)

Course Code: U20/CCA/DSC/503

Course Type: DSC-15

No. of Credits: 5

Max. Hours: 90

Max Marks: 100 (40:60)

Hours per week: 6

Course Objective:

To enable students to understand the components of e-commerce

Course Outcomes:

CO1: To Understand the basics of E-commerce, current and emerging business models.

CO2: To Classify and compare the basic business operations (buying and selling) traditionally and on web.

CO3: To Understand the importance of security while performing transactions online.

CO4: To Acquaint with the emerging modes of e-payment.

CO5: To evaluate the need of mobile commerce

MODULE I: INTRODUCTION TO E-COMMERCE**(18 Hrs)**

Electronic commerce: Definitions and Concepts, EC Framework and EC Classification , EC Business Models, Benefits and Limitations of EC

E Marketplace, Types of E Marketplace, Intermediation in E-Commerce, EC Market Mechanisms – Electronic Catalog and Auctions, Impact of EC on Business Processes and Organizations

MODULE II: E-RETAILING AND B2B E-COMME**(18 Hrs)**

Internet Marketing and Electronic Retailing, E-Tailing Business Models, Problems and Issues in E-Tailing, Web Advertising, Advertising Methods, Advertising Strategies

B2B E-Commerce: Concepts, Characteristics and Models One to Many: Sell Side E-Marketplaces, Selling via Intermediaries, Selling via Auctions, One From Many: Buy side Marketplace, Reverse Auctions

MODULE III: E-COMMERCE SECURITY**(18 Hrs)**

E-Commerce Security: Need for Security, Security is everyone's business, basic security issues, types of threats and attacks, Managing EC Security, securing EC Communications, , Securing EC Networks

MODULE IV: ELECTRONIC PAYMENTS SYSTEMS**(18 Hrs)**

Electronic Payments Systems: Payment Revolution, Using Payment Cards Online, Smart Cards, Stored Value Cards, E-Micropayments, E Checking, Electronic Bill Presentment and Payment, B2B Electronic Payments

MODULE V: MOBILE COMMERCE**(18 Hrs)**

Mobile Commerce: Mobile Computing, Mobile Commerce, Pervasive Computing
Legal, Ethical and Social Impacts of EC: Legal Issues versus Ethical Issues, Privacy, Intellectual Property Rights, EC Fraud and Consumer and Seller Protection

PRACTICAL:

To develop a model ecommerce website using CMS software Wordpress

Suggested Readings:

1. Turban, E., King, D., McKay, J., Marshall, P., Lee, J., & Viehland, D. “*Electronic commerce: A managerial perspective*”, Upper Saddle River, NJ: Pearson Prentice Hall, 2008.

References:

1. Chan, Lee, Dillon and Chang “E-Commerce Fundamentals and Applications”, Wiley India, 2011.
2. Laudon, K. and Traver, C “ E-Commerce: Business, Technology, Society, 4/E”, Prentice Hall, 2011
3. Janice Reynolds ,”The Complete E-Commerce Book, Second Edition: Design, Build & Maintain a Successful Web-based Business”, CMP Books
4. Kirthi Kalyanam ,”E-Commerce and Marketing by Ward Hanson”, South Western

E-Commerce
MODEL QUESTION PAPER

Course Code: U20/CCA/DSC/503
Credits: 5

Max Marks: 60
Time : 2Hrs

Answer Any Five:

5q x 10m = 50Marks

1. Explain the Benefits and Limitations of E-Commerce.
OR
2. Explain the Impact of EC on Business Processes and Organizations.
3. Explain the Web Advertising methods and Strategies.
OR
4. Explain Sell Side E-Marketplaces in B2B E-Commerce.
5. Explain the types of Threats and Attacks under E-Commerce
OR
6. Explain the process of securing E-Commerce Communication.
7. Explain E-Micropayment Systems.
OR
8. Explain B2B Electronic Payments.
9. Explain Pervasive Computing.
OR
10. Explain EC Intellectual Property Rights.

II. Answer any Five:

5q x 2m = 10Marks

11. Explain the Framework of E-Commerce.
12. Explain Issues in E-Tailing.
13. Explain the Need for Security.
14. Explain Payment Revolution.
15. Briefly explain about Mobile Computing
16. Explain Intermediation in E-Commerce.
17. Explain Reverse Auction.