

E-COMMERCE
E-COMMERCE
[GENERIC CORE]

Semester: VI	Credits: 3	Subject Code: BB62201	Lectures: 48
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Course Outcomes:

At the end of this course, the learner will be able to,

- Infer and value the importance, role, and activities of E-Commerce.
- Differentiate between various E-Money and E-Payment systems used in E-Commerce.
- Summarise the concept of E-Marketing and its tools in E-Commerce.
- Synthesise the concept of Cyber Space and Cyber Security in E-Commerce.

Unit 1: E-Commerce and Business Model Concepts

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- Introduction to E-Commerce
 - Role of E-Commerce in Business Economy.
 - Growth of E-Commerce in India
- Factors responsible for the growth of E-Commerce in India.
 - Opportunities and Challenges for E-Commerce in India
- E-Commerce Business Models – Introduction, Types, how to choose e-commerce business models.
 - B 2 B Model
 - B 2 C Model
 - C 2 C Model
- Modern Procurement in E-Commerce –
 - E-Procurement – Introduction,
 - E-Commerce and Technological tools
- E-Distribution – Introduction, Features, Scope and Advantages.
- E-Commerce and Infrastructure – Electronic Data Interchange, Internet, Intranet, Extranet, Backend Informatics System Integration etc.
- E-Contract – Introductions, Essential Elements
- E- Governance - Introduction
- Evolution of New System, Legal Meaning of Software

Unit 2: E-Money and E- Payment Systems

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- Real World Cash - Introduction
- E-Money
 - FIAT Currency, E-Money classification, Advantages of E-Money
 - Digital Currencies, Crypto Currencies -Introduction, Digital Disruption in E-Money Market.
- Modern Digital Payment trends – Credit/Debit Cards, QR Code Scanners, Mobile point of sale, NEFT and RTGS. Contactless Payments – Samsung



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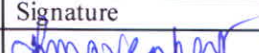
<p>Pay/Apple Pay and use of NFC Technology.</p> <ul style="list-style-type: none"> Unified Payment Interfaces (UPI) and Mobile Wallets Role of modern digital payment systems and Challenges faced in Indian Retail Sector. 	
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Unit 3: Role of E- Marketing	12
<ul style="list-style-type: none"> E-Marketing – Introduction E-Branding – Introduction E-Advertising - Introduction Search Engine Optimization (SEO), Content Marketing, Pay Per Click (PPC) Advertising, Business E -Branding Social Media Marketing and Analytical tools used, Internet Banking, Mobile Retailing. Use of Artificial Intelligence and Augmented Reality, Chatbots, Conversational marketing, Home assistants, Messaging apps, Personalized marketing, Website Designing. Visual Search – Social Media Stories, Google lens, Blogs, Use of user-generated content, Privacy Marketing, Semantic Keyword search, Neuro-marketing. 	

Unit 4: Cyber Security and Technology	12
<ul style="list-style-type: none"> Cyberwarfare - Automotive hacking, Cloud services vulnerability, Mobile Hacking. Viruses – Meaning, Types, Characteristics Protection against Fraud and Viruses Cyber Attack – Trojan, Worms, Hacking – Phishing, IP Spoofing Data Privacy as a discipline, Insider threats, ATMfrauds. Cyber Crimes – Financial Frauds, Defamation, Copyrights, Spying of Trade Secrets, Infringement of IT property, Digital Signature. Social Media Crimes, Data Theft, Transfer of data without permission, Child Pornography, Forgery, Anti-National posts, Cyber-crime against government institutions. Information Technology Act -2000: Role, Need and Importance, Software development and legal issues, Shrink-wrap contracts. <p>Case study on Cyber Security as an Assignment</p>	

12 hours for Library work, practical or field work or research purposes

Reference Books:
<ul style="list-style-type: none"> S.J.P.T. Joseph ,<i>E-Commerce – An Indian Perspective</i>, PHI Learning Pvt. Ltd.; 6th edition (10 October 2019) Shruti Mathur ,<i>E-Commerce</i> Pinnacle Learning (1 January 2020)

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- C.S.V. Murthy ,*E-Commerce Concepts- Models – Strategies*. Himalaya Publishing House, 2017
- David Chaffey ,*E-Business and E-Commerce Management*, Pearson Education – 5th Edition, 2016
- Rekha Chandulal Rekha Chandulal, *Ecommerce Unmasked: Hidden Secrets to fight Online battles. (Online Edition)* ; 1st edition 30 January 2015
- David Whiteley ,*E-Commerce – Strategy Technology and Applications* McGraw Hill Education, 1 July 2017
- Bharat Bhasker ,*Electronic Commerce – Framework Technologies and Applications* McGraw Hill Education; Fourth edition, 1 July 2017

E- Resources

1. <https://nlist.inflibnet.ac.in/>
2. <https://search.ebscohost.com/>

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Industry Expert	Mr. Sitesh Thadhani	<i>Sitesh C. Thadhani</i>	<i>25/8/24</i>
Alumni	Ms. Devi Krishna		<i>Devi Krishna</i>



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