

Ecommerce

Semester VI	Subject Code: BB61704	Lectures: 60
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Objectives:

- The syllabus aims in equipping students with,
1. To know the concept of electronic commerce
 2. To know the concept of Cyber Law & Cyber Jurisprudence.
 3. To know Internet marketing techniques

Unit 1:1 E- Commerce and Business Model Concepts	10
<ul style="list-style-type: none"> • Main Activities of E Commerce Definition, Goals, Technical Components, Functions, Significance, Advantages, Disadvantages • Brief history of E-Commerce, Interdisciplinary Nature of Ecommerce • E-Commerce Business Models Major Business to Consumer (B2C) Business Model Portal, E-tailor Major Business to Business (B2B) Business Model E Distributor, E-Procurement, Exchanges Business models in Emerging E-Commerce Areas - C2C, P2P, and B2G 	
Unit 2:E-Money and Viruses	08
<ul style="list-style-type: none"> • Real World Cash <ul style="list-style-type: none"> ➤ Money, Requirements ➤ Types of Electronic Payment Media ➤ B2B E-Payment Systems • Viruses <ul style="list-style-type: none"> ➤ Types of Viruses, Spyware & Adware, Virus Characteristics ➤ Protection against Fraud & Viruses ➤ Cyber Attack –Trojan, Virus ,Worm, Spam ➤ Hacking – Phishing, IP Spoofing 	
Unit 3:E-Marketing	10
<ul style="list-style-type: none"> • Identifying Goals • Browsing Behavior Model 	



<ul style="list-style-type: none"> • Online Marketing • E Advertising, Internet Marketing Trends, Target Markets • E-Branding, Marketing Strategies Consumer Online: The Internet Audience and Consumer Behavior • E-cycle of Internet Marketing 	
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Unit 4: Cyber Law Concepts and Jurisprudence	14
<ul style="list-style-type: none"> • E Contract <ul style="list-style-type: none"> ➤ Jurisdiction Concept, Choice of Law, ➤ Internet Jurisdiction, Contractual Obligation in cyberspace ➤ Active Vs Passive Websites, E-mail Transactions • Evolution of New System Legal Meaning of Software, Legal Issues for Internet Commerce 	

Unit 5: Impact of Ecommerce and Recent trends	06
<ul style="list-style-type: none"> • Improving Direct Marketing • Other marketing –Related Impacts <p>Recent Trends</p> <ul style="list-style-type: none"> • Demise of Discounts • The Demonetization Impact • Rise of Private Labels • Rise of Artificial Intelligence • The chatbot Era 	

***Contact hours – 12 hours** Assignments, Case Studies, Guest Lectures, Library Hours

Recommended Text Book:

- ✓ 1. *Ecommerce*, Gautam Bapat, NiraliPrakashan



Reference Books:

1. Efraim Turban, Jae Lee, David King, H. Michael Chung, *E-Commerce – A managerial Perspective* D.K. Pearson.
2. C.S.V. Murthy, *E-Commerce Concepts Models – Strategies*, Himalaya Publishing House
3. PHI. Elias M. Awad, *Electronic Commerce From Vision to Fulfillment*, 3rd Edition
4. PHI, P.T. Joseph, S.J., *E-Commerce An Indian Approach*, 2nd Edition
5. Nandan Kamath, *Laws Relating to Computers Internet & E-Commerce*, 4th Edition, Universal Law Publishing Company
6. Kamlesh K Bajaj, Debjani Nag, *E-Commerce – The Cutting Edge of Business*, Second Edition Tata McGraw.
7. Kenneth C. Laudon, Carol Guercio Traver, *Websites - Indiaretailing.com, E-Commerce – Business, Technology, society* Pearson

