

Subject Code:1MS1010406

Subject Title: E-Commerce

1. Course Objectives:

To make student familiar with the mechanism of conducting business transactions through electronic media and make them to understand the scenario in India.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)			
				University Assessment		Internal Assessment	
				Theory	Practical	Theory	Practical
4	-	-	4	70 Marks	-	30 Marks	-

3. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Introduction to E-Commerce: Definition, Scope of E-Commerce, Features of E-Commerce, Benefits of E-Commerce, Limitations of E-Commerce, Types of E-Commerce, E-Commerce practice vs. traditional practice.	12	25%
2	Infrastructure and security of E-Commerce: Internet and its role in E-Commerce, procedure of registering internet domain, establishing connectivity to internet, tools and services of internet, procedure of opening email account on internet, setting up internet security, maintaining secure Information, encryption digital signature.	13	25%

3	Application of E-Commerce in Business E-Payment – transaction through internet, requirement of e-payment system, functioning of debit and credit card. E-Finance – E-Banking, traditional vs. e-banking, impact and advantage of e-trading, trading vs. e-trading. E-Ticketing – online booking system and procedure for Railway, airline, tourist, religious places, hotels, entertainment.	12	25%
4	E-Commerce in India: Role of Government in development of ecommerce in India, Problems and opportunities in E-Commerce in India, Legal issues, future of E-Commerce in India.	12	25%

4. Suggested Readings

Books:

1. E-Commerce Management by Krishnamurthy, Vikas Publishing House.
2. E-Commerce: Strategy, Technologies and Applications by David Whitely, Tata McGraw Hill.
3. E-Commerce: A managerial Perspectives by P. T. Joseph, Tata McGraw Hill.
5. E-Commerce – The Cutting Edge of Business by Kamallesh k Bajaj and Debjani Nag, TMH, New Delhi.
6. E-Business R(Evolution) by Daniel Amor, Pearson Education.