

Subject Code: 2CM1010331	Subject Title: E-Commerce
---------------------------------	----------------------------------

Course Objective: To make the students aware about the various terminologies related to E- Commerce and its application to save time and money and for the smooth conduction of the organization.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)		
Lecture	Tutorial	Practical	Credit	University Assessment	Institutional Assessment	Total
3	-	-	3	70	30	100

Subject Contents			
Sr. No	Topic	Total Hours	Weight (%)
1	Introduction: Concept of E-Commerce- Features- Driving forces-benefits and limitations, Application of E-Commerce, B ₂ B and B ₂ C Models of E-Commerce, E-Commerce V/s E-Business, Regulatory Framework, Future of E-Commerce (Theory Only).	9	25%
2	Internet Technology: Internet V/s IntranetV/s Extranet- Firewalls-Internet Protocols TCP/IP, HTTP, SMTP, FTP- Utility programme telnet, Finger, Ping, Tracert,-WWW- Internet features and services-Portal V/s Websites V/s Communities-HTML AND web design (Theory Only).	9	25%
3	E-Payments: SET and SSL protocols and EDI- Cryptography methods- Generation of Digital Signature- Generation of e-cash, E-wallets, E- Cheques, How debit card and credit card work and Third party Processors work.	9	25%
4	Issue in E-Commerce: Social Issues- Legal Issues – Privacy Issues – Ethical Issues- IPR Issues. E-Commerce Application: Advertising, Supply Chain Management- Marketing Research- Financial Services- Publishing- Entertainment- Retailing-Trading Stocks.	9	25%

Reference Books:

1. Business Data Processing and Accounting System: V.Srinivas, Kalyan.
2. Business Data Processing System: P. Mohan, Himalaya.
3. Implementing Tally: Nadhani & Nadhani, BPB.
4. Manual Supplied along with respective packages.