

Branch Name:	Bachelor of Computer Application (Graphics Animation and VFX)
Program Code:	CS102
Course Title :	Ecommerce
Course Code :	23-CAM201-2C
Pre-requisite Course:	Basic knowledge of computers, internet usage, and fundamental business concepts.

Course Objective (CO):

This course is intended to make the students:

- To understand the fundamentals of E-Commerce and its applications.
- To learn different E-Commerce business models and technologies.
- To analyze electronic payment systems and security issues.
- To understand legal, ethical, and social issues in E-Commerce.
- To explore real-world applications of online business systems.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory				Practical				Total
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min. Marks	Max. Marks	Min. Marks	Max. Marks	Min. Marks	Max. Marks	Min. Marks	Max. Marks	
3	-	-	3	18	50	09	25	-	-	-	-	75

Course Contents:

Sr. No	Topic	Total Hours	Weightage (%)
1.	Introduction to E-Commerce • Definition and concepts of E-Commerce • Traditional Commerce vs E-Commerce • Features and advantages of E-Commerce • Types of E-Commerce (B2B, B2C, C2C, C2B) • E-Commerce framework and architecture	10	25
2.	E-Commerce Business Models • E-Business vs E-Commerce • Business Models: Portal, E-tailer, Market Creator, Service Provider • Revenue Models (Advertising, Subscription, Transaction Fee, Sales) • Supply Chain Management in E-Commerce • E-Marketplaces and Digital Marketing basics	12	25

3.	Electronic Payment Systems • Introduction to E-Payment Systems • Credit Cards, Debit Cards, Smart Cards • Digital Wallets and UPI • Net Banking and Mobile Banking • Payment Gateway and Payment Processing • Security issues in electronic payments	14	25
4.	Security, Legal and Ethical Issues • E-Commerce Security threats (Hacking, Phishing, Malware) • Encryption and Digital Signatures • SSL (Secure Socket Layer) • Cyber Laws and IT Act • Legal issues in E-Commerce • Ethical issues and privacy concerns	12	25

Course Learning Outcomes (CLO):

At the end of this course, the student would be able

1. **CLO1:** Understand the basic concepts, features, and types of E-Commerce.
2. **CLO2:** Explain various E-Commerce business and revenue models.
3. **CLO3:** Analyze electronic payment systems and their working mechanisms.
4. **CLO4:** Identify security threats and apply basic security measures in E-Commerce.
5. **CLO5:** Understand legal and ethical issues related to online transactions.
6. **CLO6:** Apply E-Commerce concepts in real-world business scenarios.

List of Text book:

1. E-Commerce: Business, Technology, Society – Kenneth C. Laudon & Carol Guercio Traver.
2. Electronic Commerce – Gary P. Schneider.

List of Reference book:

1. E-Commerce Concepts, Models, Strategies – C.S.V. Murthy.
2. Fundamentals of E-Commerce – Ravi Kalakota & Andrew B. Whinston.

E-Resources/ Web Links:

1. https://www.tutorialspoint.com/e_commerce
2. <https://www.geeksforgeeks.org/e-commerce>
3. <https://www.javatpoint.com/e-commerce-tutorial>
4. <https://www.investopedia.com/terms/e/ecommerce.asp>

Mapping of CLO, PO and PSO

Course Learning Outcomes	Program Outcomes (POs)												Program Specific Outcomes (PSOs)		
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CLO1	M	L	M	H	L	L	L	L	L	M	L	M	M	L	M
CLO2	M	L	L	H	L	M	M	L	L	M	L	M	H	M	M
CLO3	L	L	M	M	L	M	H	M	L	M	L	L	M	M	H
CLO4	L	L	H	M	L	M	H	H	L	M	L	M	M	L	H
CLO5	M	L	H	M	L	L	M	H	L	M	L	M	L	L	M
CLO6	H	L	M	H	L	M	M	M	M	H	L	H	H	H	H

H: High, M: Medium, L: Low