

E-COMMERCE
E-COMMERCE
[GENERIC CORE]

Semester: VI

Credits: 3

Subject Code: BB62201

Lectures: 48

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

10

- 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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Pay/Apple Pay and use of NFC Technology.

- Unified Payment Interfaces (UPI) and Mobile Wallets Role of modern digital payment systems and Challenges faced in Indian Retail Sector.

Unit 3: Role of E- Marketing

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- 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

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- Cyberwarfare - Automotive hacking, Cloud services vulnerability, Mobile Hacking.
- Viruses – Meaning, Types, Characteristics
- Protection against Fraud and Viruses
- Cyber Attack – Trojan, Worms,
- Hacking – Phising, 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.

Case study on Cyber Security as an Assignment

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



Reference Books:

- S.J.P.T. Joseph ,*E-Commerce – An Indian Perspective*, PHI Learning Pvt. Ltd.; 6th edition (10 October 2019)
- Shruti Mathur ,*E-Commerce* Pinnacle Learning (1 January 2020)

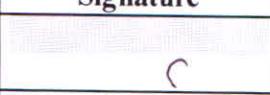
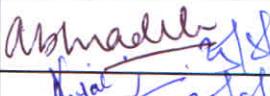
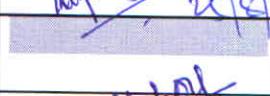
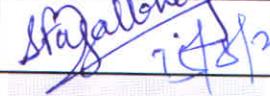
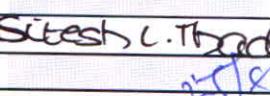
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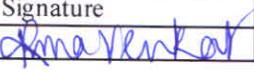
- C.S.V. Murthy ,*E-Commerce Concepts- Models – Strategies*. Himalaya Publishing House, 2017
- David Chaffey ,*E-Business and E-Commerce Management*, Pearson Education – 5th Edition, 2016
- Rekha Chandulal Rekha Chandulal, *Ecommerce Unmasked: Hidden Secrets to fight Online battles. (Online Edition)* ; 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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