

Uka Tarsadia University
Department of Commerce and Management



B.Com (Computer Applications)

**SEC 1 E-Commerce
(030100318)**

Semester - III

Effective from June -2016

Syllabus Version: 1.01

Semester-III**(030100318) SEC 1 E-Commerce****Credits: 4 [Theory]****Contact Hours per Week: 4****Course Objective:**

To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.

Learning Outcomes:

Students will learn important aspects of e-commerce.

Pedagogic Tools:

Lectures, chalk and talk method, IT enabled audio-visual techniques, case analysis, field assignments, etc.

No.	Unit	Minimum No. of Contact Hours	Approx. Weight age %
1	Introduction	13	25
2	Payment System	13	25
3	E-Marketing	13	25
4	E-Security	13	25
	Total	52	100

B.Com (Computer Applications)	Subject	Hours
Semester – III	(030100318) SEC 1 E-Commerce	4hrs/week[Theory]
	(Theory)	4 Credits

SECTION – I			Hours
Topics			
Unit-1 [Weight age 25%]	Introduction		13
	1.1	Understanding e-commerce from different perspective: Communications, Interface, Business Process, Online, Structural, Market.	
	1.2	E-Commerce Drivers	
	1.3	E-Commerce Myths	
	1.4	Advantages and Limitations of E-Commerce	
	1.5	Business Models for E-Commerce B2C, B2B, C2C, C2B and B2E	
Unit-2 [Weight age 25%]	Payment System		13
	2.1	E-Money: Identified and Online, Identified and Offline, Anonymous and Online and Anonymous and Offline.	
	2.2	Distinct Sets of Properties to be Considered in Money Transfer: <ul style="list-style-type: none"> • The ACID Test • The ICES Test • Properties of Electronic Cash (e-Cash) 	
	2.3	The E-Wallet	
	2.4	Types of Electronic Payment Media: Trusted third party type, Notional fund transfer related type, Digital cash or electronic money	
	2.5	Credit Card and Debit Card.	
	2.6	E-Payment.	
	2.7	Designing E-Payment Systems.	
	2.8	Electronic Fund Transfer and Automated Clearing House.	
	2.9	Risk and E-Payment Systems.	
Section - II			
Unit-3	E-Marketing		13
	3.1	Online Marketing: Meaning, Advantages of Online Marketing, Various	

[Weight age 25%]		Business that can Flourish on the Internet.	
	3.2	E – Advertising: Meaning, Various Means of Advertising.	
	3.3	Problems of Internet Marketing in India	
	3.4	Marketing Strategies - Permission-Marketing Strategies, Social Media Marketing , Brand-leveraging Strategies, Affiliate-marketing Strategies, Viral-marketing Strategies, Content Marketing	
	3.5	Features of Effective Online Marketing Strategy	
	3.6	Pros & Cons of Online Shopping	
	3.7	E-Cycle of Intern Internet Marketing, The Business Plan: Product, Price, Place, Promotion and Personalization	
Unit-4	E-Security		13
[Weight age 25%]	4.1	Security in Cyberspace.	
	4.2	Why the Internet is Different.	
	4.3	Conceptualizing Security.	
	4.4	Designing the Security Environment.	
	4.5	Kinds of Threat or Crime.	
	4.6	Client and Server Security Threats	
	4.7	Virus.	
	4.8	Security Protection and Recovery: Basic Internet Security Practices.	

Text Book:

1. Elias M. Awad, Electronic Commerce, Prentice Hall of India Private Ltd., New Delhi.
2. P. T. Joseph, S.J., PHI Learning Private Ltd. (2012), New Delhi