

SEC-I

E-Commerce

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

Unit I:

Introduction E-Commerce-meaning, nature, concepts, types; e-commerce business models B2B [concept, major activities, types of B to B market (independent, buyer oriented, supplier oriented, e- market place)], B2C [portals, e-tailer, content provider, transaction broker, real life examples of B2C], C2C, C2B, etc.; forces behind e-commerce, e-Governance [meaning,types, significance, real life examples].

Unit II:

E-CRM and SCM E-CRM-definition, features, goals of E-CRM business framework, phases of E-CRM, types of E-CRM, Functional components of E-CRM, strategies for E- CRM solutions; SCM-definition, features, types of supply chain.

Unit III:

Digital Payment Methods of e-payments [Debit Card, Credit Card, Smart Cards, e- Money, NEFT, RTGS], electronic or digital wallet, digital signature (procedures, workingand legal provisions), payment gateways [Core Banking Solution or CBS, Mobile Payment, UPI, NCPI, International Payments], Online banking [meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting], risks involved in e-payments.

Unit IV: ERP & New Trends in E-Commerce

ERP

Definition, features, major characteristics, levels of ERP, benefits of ERP, enterprise potential of ERP, modules of ERP, phases of ERP implementation, limitations of ERP.

New Trends in E-Commerce

Social Commerce-concept, definition, features; Digital Marketing-definition, objectives, methods, limitations; Advertisement in Social Media-objectives, advantages and disadvantages, procedures

Learning Outcomes: This paper would enhance the technical skills of the students to get into the business ventures using electronic means thereby providing the opportunity to gain access to a larger customer base.

Text Books Recommended

1. E Commerce-D Mohapatra, Das and K M Das- Himalaya Publishing House
2. Bhaskar, B., E-Commerce, McGraw Hill

Suggested Readings:

1. E-Commerce ,Kakkar, Sendhu, Kalyani Publishers ,New delhi
2. E-Commerce, S.K. Dey/ M. Behera ,V.K. Global Pub. Pvt. Ltd, New Delhi.
3. Schneider G., E-Business, Cengage
4. E-Commerce and Business Communication: Datta &Somani, Oxford University Press.
5. E-Commerce– A K Jha, Vrinda Publications (P) Ltd
6. Pandey U.S – E.Commerce& Mobile Commerce Technology – S. Chand
7. P. T. Joseph, E-Commerce: An Indian Perspective, PHI Learning
8. Laudon, E-Commerce, Pearson Education India