

EC: 301: E-Commerce (Elective Course)

Theory: Credit: 4 (100 %)

Total Marks: 100

Unit	Topics Covered	Wt.
I	Introduction to E-Commerce Definition, Scope of E-Commerce, Features of E-Commerce, Benefits of E-Commerce, Limitations of E-Commerce, Types of E-Commerce, E-Commerce practice vs. traditional practice.	25%
II	Infrastructure and security of E-Commerce Internet and its role in E-Commerce, procedure of registering internet domain, establishing connectivity to internet, tools and services of internet, procedure of opening email account on internet, setting up internet security, maintaining secure information, encryption digital signature.	25%
III	Application of E-Commerce in Business E-Payment – transaction through internet, requirement of e-payment system, functioning of debit and credit card. E-Marketing – Market place vs. market space, impact of ecommerce on market, direct marketing, one to one marketing E-Finance – E-Banking, traditional vs. e-banking, impact and advantage of e-trading, trading vs. e-trading. E-Ticketing – online booking system and procedure for railway, airline, tourist, religious places, hotels, entertainment.	30%
IV	E-Commerce in India Role of Government in development of ecommerce in India, Problems and opportunities in E-Commerce in India, Legal issues, future of E-Commerce in India.	20%

Reference Books:

1. Krishnamurthy, *E-Commerce Management*, Vikas Publishing House.
2. David Whiteley, *E-Commerce: Strategy, Technologies and Applications*, Tata McGraw Hill.
3. P. T. Joseph, *E-Commerce: A managerial Perspectives*, Tata McGraw Hill.
4. Kamallesh k Bajaj and Debjani Nag, *E-Commerce – The Cutting Edge of Business*, TMH, New Delhi.
5. Daniel Amor, *E Business R(Evolution)*, Pearson Edude.SSS