



<b>Semester: II</b>	
<b>Paper Name: E-Commerce - Theory</b>	
<b>Type: Skill Enhancement Course</b>	<b>Code: S1BMS2324</b>
<b>Credit: 3</b>	<b>Marks: 50</b>

**LEARNING OBJECTIVES:**

- The key concepts related to the regulation of the internet and e-commerce.
- The technologies facilitating electronic business and commercial transactions.
- The legal and policy frameworks governing electronic business, platforms, and use of the internet.
- Impart the students with higher level knowledge and understanding of contemporary trends in e-commerce and business finance.
- To provide adequate knowledge and understanding about E-Commerce practices to the students

**LEARNING OUTCOMES:**

On successful completion of the course the learner will be able to:

- Analyse the impact of E-commerce on business models and strategy.
- Illustrate the major types of E-commerce.
- Explain the process that should be followed in building an E-commerce presence.
- Identify the key security threats in the E-commerce environment and be aware of the ethical, social, and security issues of information systems.
- Describe how procurement and supply chains, ERP relate to E-commerce.

**DETAILED SYLLABUS:**

Unit No.	Unit Name	Topics (# Lectures)	
1	<b>Introduction to e-commerce</b>	Meaning and concept of ecommerce, ecommerce vs e-business, advantages and disadvantages of ecommerce, E-Business vs the Traditional Business Mechanism, competitive advantage and competitive strategy, main goals of e-commerce, different types of ecommerce like B2B, B2C, B2G, C2C, C2B, C2G, G2C, G2G. Revenue Models of e-commerce (Advertising Revenue Model, Sales Revenue Model, Subscription based Revenue Model, Referral fee Revenue Model, Pay per Click Revenue Model)	7L
2	<b>Technology in e-commerce</b>	An overview of the internet, basic network architecture and the layered model (7 Layer ISO-OSI Model), Internet architecture, Hardware and Software addresses (IP/ MAC), Intranets, Extranets, Virtual Private network (VPN). Domain Name Server (DNS), World wide web (WWW), ISP, URL, URI, URN. Cookies. HTTP and HTTPs. Client Server Architecture, Types of Servers (Web, Database, Mail, File), Protocol (http, https, ftp), Launching e-commerce website choosing an ISP, registering a domain name, Overview of M-Commerce - Wireless Application Protocol (WAP).	7L

3	<b>Security Threats</b>	Security threats in the E-commerce environment – malicious codes (virus, Trojan, worm), Cyber-crimes: hacking, spoofing, sniffing, phishing, and cyber vandalism. Basic cryptography for enabling security in ecommerce: encryption: public and private key encryption, internet security using VPN, firewalls, proxy servers. SSL. IT Act 2000, 2008: Objectives, Definitions. Electronic governance, Regulation of certifying authorities, Digital signatures, Digital certificates. Cyber offences vs. Cyber Crimes. Ethical issues, legal issues, taxation issues and international issues in e-commerce, IPR in e commerce.	7L
4	<b>Internet payment systems and e-marketing</b>	E-Payment System: Different methods of e-payment (Debit Card, Credit Card, Smart Cards, e-money, digital wallet), Working of payment gateway, Internet Banking. SET protocol for credit card payment. Introduction to Cryptocurrency. E-Marketing: Concept, types of e-marketing, means of advertising: Banner, Pop-up, Interstitials, Sky-scrapers, sponsored link, email; e-branding, SEO-Basics.	5L
5	<b>Introduction to ERP and e-CRM</b>	Introduction to ERP: Concept & definition, features, major characteristics, levels of ERP, Benefits of ERP, Enterprise potentials of ERP, Modules of ERP, Phases of ERP implementation, Limitations of ERP. E-CRM Concept & definition, features, Goals of E-CRM business framework, Three phases of ECRM, Types of E-CRM, Functional Components of E-CRM.	4L

### **SUGGESTED TEXT BOOKS/ READING MATERIALS:**

1. *E-commerce, business, technology, society, Kenneth Laudon & Traver, Pearson Education*
2. *Information Technology for Management, Ramesh Behl, McGraw Hill*
3. *E-Commerce Strategy, Technologies and Applications, David Whiteley, McGraw Hill*
4. *E Commerce - An Indian Perspective by P.T.Joseph, PHI*
5. *E-Commerce for Entrepreneurs by Dr. Sudeshna Chakraborty, BPB Publication*
6. *Information Technology and Its Applications in Business, Reema Thareja, Oxford University Press*
7. *E-Commerce by Dr. Shivani Arora, Taxman*