

S.S. JAIN SUBODH PG COLLEGE, JAIPUR

DEPARTMENT OF BUSINESS ADMINISTRATION

E-Commerce

Semester: IV

Course Learning Objectives:

1. To familiarize the students with concepts and techniques of E-Commerce
2. To enhance skills for contemporary applications of E-Commerce.

Unit I: Introduction to E-Commerce: Scope of E-Commerce, E-Commerce based activities, technical components of E-Commerce, E-Commerce Applications, Frame Work of E-commerce, Supply Chain Management, E-Commerce and E-Business, M-Commerce, Pure Online V/S and Click business.

Unit II: Planning Online Business: Nature and dynamics of Internet, electronic business models, B2B, B2C, C2C, C2B, B2G, website designing, assessing requirement for an online business, designing, developing and deploying the system.

Unit III: Operations of E-Commerce: Online payment mechanism, electronic payment system, payment gateways, visitors to websites, tools for promoting websites, risk management options for e-payment system.

Unit IV: Security and Legal Aspects of E-Commerce: Threats in E-Commerce, security of clients and services provider, cyber laws-relevant provisions of information technology Act 2000: offences, secure electronic records and digital signatures, penalties, adjudication.

Suggested Books and references:

- Agarwal kamlesh n. lal amit and Agarwal deeksha” Business on the Net: An introduction to the whats and hows of E-Commerce”. Macmillan India Ltd.
- Bajaj K.K Debjani Nag E-Commerce Tata McGraw Hill Company, New Delhi.
- Chhabra, T.N. Jain, Hem Chand jain aruma “ An introduction to HTML Dhanpat Rai & Company.
- Dietel, Harvey M. Dietel paul J. nad Steinbuhler Kate. E-Business and E-commerce for managers Pwearso Education.
- Elias M. Award Electronic Commerce from vision to fulfilment third edition PHI publications.

Course Learning Outcomes:

1. Understand the basics of E-Commerce current and emerging business models.

Praveen
9/11/2024

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1. Understand and demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction.
2. Write effective and concise letters and memos.
3. Prepare informal and formal reports, Proofread and edit copies of business correspondence.
4. Plan successfully for that participate in meetings and conduct proper techniques in telephone usage, use e-mail effectively and efficiently.
5. Develop interpersonal skills that contribute to effective and satisfying personal, social and professional relationships, and utilize electronic presentation software.

Princess
9/11/2026

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