E - COMMERCE

Sem	Subject Code	Category	Lecture		Theory		Practical	Credits
			Hrs P/W	Hrs P/Sem	Hrs P/W	Hrs P/Sem		
VI	21CCC6Ca	Elective-III (Optional)	6 hrs per week	90	6 hrs per week	90	-	3

COURSE OBJECTIVES:

- To impart the students with knowledge of web technology and their role in doing business.
- To help the students to Gain an understanding of the legal frame work of E-commerce.

COURSE OUTCOMES:

On successful completion of the course, the student will be able

CO NUMBER	CO STATEMENT	Knowledge Level (K1- K5)
CO1	To understand the knowledge of E-Commerce.	K3
CO2	To gain knowledge on E-Marketing.	K3
CO3	To know and apply the E-Payment systems.	K3
CO4	To gain Knowledge on Electronic Data Interchanges (EDI)	K3
CO5	To Conceive an idea of legal framework for E-Commerce.	K2

Knowledge Level: K1- Remember, K2- Understand; K3- Apply; K4- Analyze

MAPPING WITH PROGRAMME OUTCOMES:

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	M	M	M	S	S
CO2	S	M	M	M	S	S
CO3	S	S	S	M	S	S
CO4	S	S	S	S	M	S
CO5	S	S	S	S	M	M

S-Strong; M-Medium; L-Low

UNIT-I: E-Commerce – Introduction   **20 Hours**

Introduction to E-Commerce - E-Trade - E-Business -E-Market –Advantages and Disadvantages of E-Commerce – E-Business Models – Introduction to Mobile Commerce.

UNIT-II: E-Marketing   **20 Hours**

E- Marketing –Meaning - Channels- E-Marketing Mix – Web Salesmanship – online shopping avenues-Advertising on Network.

UNIT-III: E-Payment System   **20 Hours**

E-Payment System– Types– Business Issues and Economic implications – Components of an effective E-Payment System.

UNIT- IV: Electronic Data Interchange   **15 Hours**

EDI – Definition – Objectives- Standards –Applicability – Approving authority- Cross Index and related documents.

UNIT- V: Legal Framework   **15 Hours**

Legal Framework for E-Commerce – Net Threats – Cyber Laws – Aims and Salient Features of Cyber Laws in India- Cyber Crimes.

TEXT BOOKS:

S.NO	AUTHORS	TITLE	PUBLISHERS
1.	L.T.Joseph	E-Commerce A managerial perspective	Printice Hall Publications, 2004.
2.	Addison Wesley	Frontiers of E-Commerce	Pearson Publications, 2004.

REFERENCE BOOKS:

S.NO	AUTHORS	TITLE	PUBLISHERS
1.	David Whitley	E-Commerce Strategy, Technology and Application	Tata McGraw Hill Publications, 2004.
2.	Dennis P.Curtin	E-Commerce Principles and Introduction Technology	Tata McGraw Hill Publication, 2004
3.	Greenstein, Feinman	E-Commerce	Tata McGraw Hill Publications, 2001

SYLLABUS DESIGNER:
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