

## E - BUSINESS

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs /per week	Total Hrs	Hrs per Week	
IV	19SBA4A	Skill Based – II	30	2	30	2	2

### COURSE OBJECTIVE:

1. The main objective of this course is to give a brief description about the subject which will enhance the students to cope up with today's technological world.
2. This subject will make them clearly understand the need for electronic business in online transaction and cybercrime on today's context.

### COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	To make the students well conversed with the electronic business and make them understand the difference between traditional commerce and e commerce	K2
CO2	To make them aware of need for electronic business and buying process in electronic commerce as well as traditional commerce.	K2, K4
CO3	To make them understand various concepts like electronic banking, electronic payments, electronic travel and tourism and electronic publications.	K1, K2, K3
CO4	To enhance them with risks associated with online Transactions	K2, K3
CO5	Motivate students to think critically and analytically to newsuccessful business ideas.	K2, K3, K4

K1 – Remember; K2 – Understand; K3 – Apply; K4 –Analyze

### MAPPING WITH PROGRAMME OUTCOMES

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

S – Strong ; M – Medium; L – Low

**UNIT- I E - BUSINESS****5 Hours**

**E-Business** : Meaning – Advantages and Disadvantages – Traditional Commerce – Advantages and Disadvantages – Difference between E- Business and Traditional Business.

**UNIT- II BUYING PROCESS IN E-BUSINESS****7 Hours**

**Need for E-Commerce** : E-commerce in India – Buying Process in E-Commerce – Buying Process in Traditional commerce.

**UNIT -III E-BANKING****9 Hours**

**E-Banking** : Mobile Banking – Internet Banking - Electronic Payment Systems – Electronic Cash – Smart cards and Electronic Payment Systems - Credit Based Electronic Payment Systems - Risks and Electronic Payment Systems.

**UNIT- IV ELECTRONIC MARKETING TECHNIQUES****5 Hours**

Electronic Marketing – Meaning – Advantages and Disadvantages of Electronic Marketing – Online Marketing Techniques – Visit to websites to learn about their working processes.

**UNIT –V E – DISTRIBUTION****4 Hours**

**E-Distribution** : Components of a E - Distribution system – characteristics of online distribution – Advantages and Disadvantages of E-Distribution

**Distribution of Marks** : Theory – 100% , Problems – 0%

**TEXT BOOKS:**

Sl. no	Authors	Title	Publishers	Year of Publication
1	Pandey Adesh K.	Concepts of E-Commerce	Kataria .S.K. & Sons	2005
2	Dave Chaffey	E-Business and E-Commerce	Prentice Hall	2003
3	P.T.Joseph	E-Commerce	PHI	2012

**REFERENCE BOOKS:**

S.No	Authors	Title	Publishers	Year of Publication
1	David Whiteley	e-commerce	Tata Mcgraw Hill	2017
2	Neha Arora	e-commerce concepts, models and strategies	Random Publications	2014

**TEACHING METHODOLOGY:**

- Chalk & Talk
- Lecture
- Seminar
- Assignment
- Chart preparation
- PPT
- Group Discussion
- You tube class
- Case study
- Role play

**SYLLABUS DESIGNER:**

- **R.Maheshwari**, Assistant Professor, Department of Management Studies, D.K.M College for Women.