

B. Com. Semester IV

E-commerce - Syllabus

Unit	Title	Details of Topic
Unit I	Introduction to E-Commerce	E-commerce: The revolution is just beginning, E-commerce : A Brief History, Understanding E-commerce: organizing Themes
Unit II	E-commerce business models and concepts, The internet and World Wide Web: E-commerce infrastructure	E-commerce Business Models, Major Business to Consumer (B2C) business models, Major Business to Business (B2B) business models, Business models in emerging E-commerce areas, How the Internet and the web change business: strategy, structure and process, The Internet: Technology Background, The Internet Today, Internet II- The Future Infrastructure, The World Wide Web, The Internet and the Web : Features
Unit III	Building an e-commerce web site, Security and payment	Building an E-commerce Web Site: A systematic Approach, The e-commerce security environment, Security threats in the e-commerce environment, Technology solution, Management policies, Business procedures, and public laws, Payment system, E-commerce payment system, Electronic billing presentment and payment
Unit IV	E-commerce marketing concepts, Online retailing and services	Consumer online: The Internet Audience and Consumer Behaviour, Basic Marketing Concepts, Internet Marketing Technologies, B2C and B2B E-commerce marketing and business strategies, The Retail sector, Analyzing the viability of online firms, E-commerce in action: E-tailing Business Models, Common Themes in online retailing, The service sector: offline and online, Online financial services, Online Travel Services, Online career services
Unit V	Social networks, auctions, and portals	Social networks and online communities, Online auctions, E-commerce portals

Books Recommended:

1. Kenneth C. Laudon, E-Commerce : Business, Technology, Society, 4th Edition, Pearson
2. S. J. Joseph, E-Commerce: an Indian perspective, PHI