# E-commerce - Syllabus

<table>
<thead>
<tr>
<th>Unit</th>
<th>Title</th>
<th>Details of Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit I</td>
<td>Introduction to E-Commerce</td>
<td>E-commerce: The revolution is just beginning, E-commerce: A Brief History, Understanding E-commerce: organizing Themes</td>
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<tr>
<td>Unit III</td>
<td>Building an e-commerce web site, Security and payment</td>
<td>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</td>
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<tr>
<td>Unit IV</td>
<td>E-commerce marketing concepts, Online retailing and services</td>
<td>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</td>
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<tr>
<td>Unit V</td>
<td>Social networks, auctions, and portals</td>
<td>Social networks and online communities, Online auctions, E-commerce portals</td>
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</tbody>
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## Books Recommended:

2. S. J. Joseph, E-Commerce: an Indian perspective, PHI