

NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous College)

RE-ACCREDITED BY NAAC AND ISO 9001:2015 CERTIFIED INSTITUTION
AFFILIATED TO BHARATHIAR UNIVERSITY, COIMBATORE
POLLACHI-642001

DEPARTMENT OF COMMERCE (E-COMMERCE) ANNOUNCES VALUE ADDED COURSE ON



M- Commerce For Technopreneurs
Academic year -2021-2022

COURSE OBJECTIVE:

**TO UNDERSTANDING OF MULTIPLE FACTORS AND ADOPTION AND
USAGE OF MOBILE COMMERCE SERVICES.**

COURSE CONTENT:

- 1.MOBILE COMMERCE SERVICES**
- 2.MOBILE COMMERCE TECHNOLOGY**
- 3.MOBILE APP TECHNOLOGY**

**DURATION.
30 HOURS**

EVALUATION PARTS :

- PART-A (10*1=10)**
- PART-B(5*3=15)**
- PART-C(5*5=25)**

CERTIFICATE WILL BE PROVIDED



Programme Code:	B.com E-commerce	Programme Title :	Bachelor of Commerce with E-commerce	
Course Code:		Title	Batch :	
		M-Commerce for Technopreneurs	Semester	
Hrs/Week:			Credits:	02

Course Objective

The courses familiarize students with an understanding of multiple factors in adoption and usage of mobile commerce services and ascertain the awareness of emerging trends and development in mobile commerce for technopreneurs.

Course Outcomes (CO)

K1	CO1	To know the applications and technologies in M-Commerce
K2	CO2	To impart the knowledge on M-Commerce Services, Security and Applications
K3	CO3	To enrich the students knowledge in Mobile app Technology

Unit I

Mobile Commerce : Introduction -Wireless Communication Technology - Scope of Mobile-Commerce - Applications of M-Commerce - Principles of Mobile Commerce - Benefits of Mobile Commerce - Limitations of Mobile Commerce - Mobile Commerce Framework - Mobile Commerce Business Models - E-Commerce Vs. M-Commerce - Impact of M-Commerce - Mobile Security Concepts.

Unit II

Mobile Commerce Technology: Mobile Business Value Chain - Benefits of Mobile Business From Customers Point of View - Payments & Services Overview of M-Commerce - M-commerce and Technology Acceptance Model(TAM) - M- Payment - Concept of M-Payment - Importance of M-Commerce and M-Payment in global business.M-Entertainment,M-Health,M-Education, M-Social Networking, M-Banking, M-Governance, M-Agriculture.

Unit III

Mobile App Technology: Introduction-Impact of Mobile Apps on various domains, Google pay, Aarogya setu App, Paytm, Online Shopping Apps, BHIM, UPI App, FinTech, DigiLocker app, GST Rate Finder App, UMANG App, Weather App, Redbus App, Healthcare Apps.

Seminar & Assignment

Books for Study:

1. Ravi Kalakota, B. Andrew Whinston, "Frontiers of Electronic Commerce", Pearson Education, 2020.
2. Andrew Bloomenthal, "Electronic Commerce (ecommerce)" By Updated and Reviewed by somer anderson Fact checked by katrina munichiello, 2021.

Books for Reference:

1. Mobile Commerce: Technology, Theory and Applications by Brian Mennecke and Troy J. Strader, Idea Group Publishing
2. P. J. Louis, "M-Commerce Crash Course", McGraw-Hill Companies February 2020.
3. Paul May, "Mobile Commerce: Opportunities, Applications, and Technologies of Wireless Business" Cambridge University Press March 2020.
4. E. Brian Mennecke, J. Troy Strader, "Mobile Commerce: Technology, Theory and Applications", Idea Group Inc., IIR press, 2021.

Weblinks

1. <https://youtu.be/kXgCmfxQZRw>
2. <https://youtu.be/Fdt5rRgimao>
3. <https://youtu.be/2a466LwDpgw>
4. <https://youtu.be/cRw13DmcKa8>

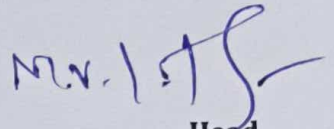
Mapping

PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO					
CO1	M	S	M	H	S
CO2	H	M	H	S	H
CO3	M	S	H	M	M
CO4	M	H	H	M	H

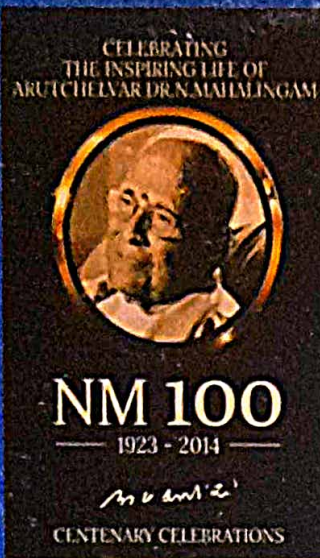
S-Strong; H-High; M-Medium; L-Low

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr.R.Vidwakalyani	Name: Dr.M.V.Sathiyabama	Name: Thiru.K.Sirnivasan	Name: Dr.R.Muthukumaran
Signature	Signature	Signature	Signature


Dr. R. MUTHUKUMARAN,
 M.A., M.Phil., B.Ed., Ph.D.,
 PRINCIPAL
 N.G.M. College, Pollachi - 642 001
 Coimbatore District


 Head
 (Dr.M.V.Sathiyabama)

Dr. M.V. SATHIYABAMA,
 M.Com., M.Phil., MBA., PGDCA., Ph.D.,
 Head, Department of Commerce (E-Commerce)
 N.G.M. College, POLLACHI - 642 001



CERTIFICATE OF COMPLETION



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Value Added Course

This is to certify that Mr./Ms. Manibabu A

of B. Com E. Commerce department

has successfully completed a Value Added Course

entitled M-Commerce for Technopreneurs and

secured a mark of 63 out of 100

M.V.L. TS - A

COURSE TEACHER

A. Behn

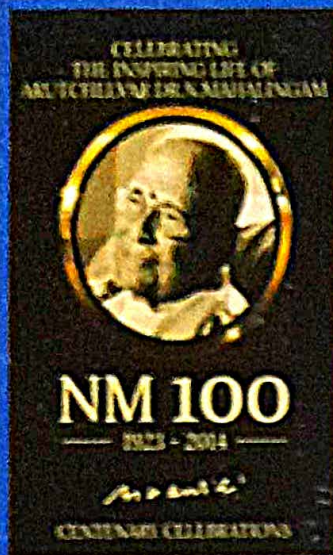
DEAN - ACADEMIC

B. M. L.

IQAC CO-ORDINATOR

[Signature]

PRINCIPAL



CERTIFICATE OF COMPLETION



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Value Added Course

This is to certify that Mr./Ms. P. LOGESH KANNAN

of B. Com (E-Commerce) department

has successfully completed a Value Added Course

entitled M-Commerce for Technopreneurs and

secured a mark of 61 out of 100

M. Rajapandian

COURSE TEACHER

S. S. Sathya

DEAN - ACADEMIC

S. S. Sathya

IQAC CO-ORDINATOR

S. S. Sathya

PRINCIPAL