



NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

(An Autonomous College)

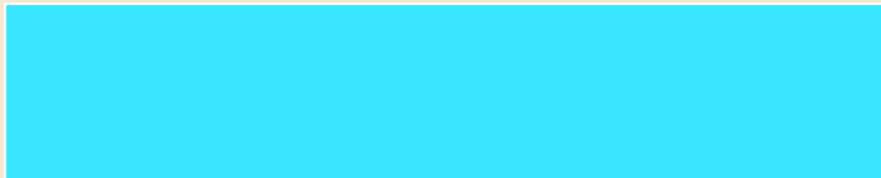
RE-ACCREDITED BY NAAC AND ISO 9001:2015 CERTIFIED INSTITUTION
AFFILIATED TO BHARATHIAR UNIVERSITY, COIMBATORE
POLLACHI-642001

DEPARTMENT OF COMMERCE (E-COMMERCE)

ANNOUNCES

VALUE ADDED COURSE

ON



COURSE OBJECTIVE: E-Business Opportunities for Young Graduates

TO IMPART THE BASIC PRINCIPLES OF E-BUSINESS CONCEPTS

COURSE CONTENT:

- 1.E-BUSINESS**
- 2.APPLICATIONS OF E-BUSINESS**
- 3.E-SECURITIES**
- 4.BARRIERS OF E-BUSINESS**

EVALUATION PARTS :

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

DURATION.
30 HOURS

CERTIFICATE WILL BE PROVIDED

Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi

Department of B.Com (E-Commerce)

Programme Code:	B.com E-commerce	Programme Title :	Bachelor of Commerce with E-commerce	
Course Code:		Title	Batch :	
		E-Business Opportunities For Young Graduates	Semester	
Hrs/Week:			Credits:	02

Course Objective

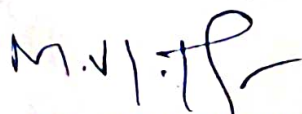
To impart the basic principles of e-business concepts, applications and technology. In addition, after understanding the main concepts, students will understand how to initiate and launch online business.

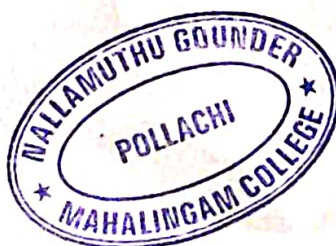
Course Outcomes (CO)

K1	CO1	To remember the basic concepts of e-Business
K2	CO2	To analyze the various models of e-business implementation and requirements for starting online business
K3	CO3	To impart practical knowledge about EPS
K4	CO4	To acquaint the knowledge about security in e-business and cyber law

Unit I

E-Business: Introduction - Definition of Electronic Business - Application of E-commerce in difference sector - Service, Industry and Domestic- Pros & Cons of E-Business - Indian scenario for electronic business. E -Business initiatives - Dotcom companies - Opening the doors for virtual business-Electronic business Architecture - Evolution of electronic business applications.


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.




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Unit II

Electronic business implementation - Barriers to E-business implementation - Success of Electronic business - Business to business e-commerce - Benefits of B2B E-commerce - Limitations of B2B - Business to business applications - Basic models of B2B business models - Indian scenario on B2B electronic commerce.

Unit III

Online payment - E-Security - Security Protocols - How sites are hacked? - Internet Governance - Firewall. Legal issues: Software Intellectual Property Law - Contract Law for E-Business - Contract law for business- Cyber law issues.

Seminar & Assignment

Books for Study:

1. C.S.V. Murthy, E-commerce: Concepts, Models & Strategies, Himalaya Publishing House, Chennai, 2015
2. Bajaj K.K and Nag.D, E-commerce, 2nd edition, Tata MC Graw- Hill Education, 2017.

Books for Reference:

1. Chaffey.D, E- Business and E-commerce Management, 3rd edition, Pearson, 2015.
2. Joseph.P.T, E-Commerce: An Indian Perspectives, 4th edition. PHI, 2017.

Weblinks

<https://m.youtube.com/watch?v=hIPPsuDudy8>

<https://m.youtube.com/watch?v=mZ7Vefzh2hU>

<https://www.toppr.com/guides/business-studies/emerging-modes-of-business/e-business/>

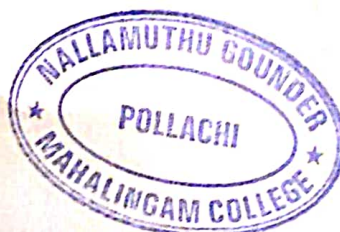
<http://kolegijfama.eu/materialet/Biblioteka%20Elektronike/Introduction%20to%20e-Business%20Management%20and%20Strategy.pdf>

https://www.wipo.int/export/sites/www/sme/en/e_commerce/pdf/ip_ecommerce.pdf

<https://www.onebusiness.ca/sites/default/files/MEDI Booklet Legal Privacy Issues accessible E.pdf>

M.V. Sathiyabama
Dr. M.V. SATHIYABAMA,

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VALUE ADDED COURSE

Certificate of Completion

This is to certify that A SHEEBA (18-CE-048), Department of B.Sc (CS) ,
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed
Value Added Course entitled **“E-BUSINESS”** during the Academic Year 2020-21

HOD

Principal



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Certificate of Completion

This is to certify that LAKSHMI M. (18-CE-035), Department of B.Sc (CS) ,
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed
Value Added Course entitled **“E-BUSINESS”** during the Academic Year 2020-21

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Certificate of Completion

This is to certify that S ROHINI (18-CE-045), Department of B.Sc (CS) ,
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed
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Certificate of Completion

This is to certify that MESIIMA RATHI (18-CE-037), Department of B.Sc (CS)
, Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully
completed Value Added Course entitled **“E-BUSINESS”** during the Academic Year 2020-21

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Certificate of Completion

This is to certify that MIRUTHU VASHINI (18-CE-036), Department of B.Sc
(CS) , Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully
completed Value Added Course entitled **“E-BUSINESS”** during the Academic Year 2020-21

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This is to certify that J. AKSHAY (19-BP-04), Department of B.Com (BPS) ,
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed
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This is to certify that P. SRIDHAR (19-BP-33), Department of B.Com (BPS) ,
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed
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This is to certify that R. KRISHNAKANNAN (18-BM-12), Department of BBA
, Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully
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This is to certify that E. KARTHIKEYAN (18-BM-11), Department of BBA ,
Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi, has successfully completed
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