

DEPARTMENT OF COMMERCE (E-COMMERCE)



VALUE ADDED COURSE

Programme Code:	B.com E-commerce	Programme Title :	Bachelor of Commerce with E-commerce	
Course Code:		Title	Batch :	
		E-Business	Semester	
Hrs/Week:			Credits:	01

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 different 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.

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.

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=hIPpsnDudy8>

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

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

<http://kolegjifama.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

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

Course Objective

To know the importance of ethical decision making in business.

To impart systematic ethical reasoning to resolve business dilemmas and communication effectively.

Course Outcomes (CO)

K1	CO1	To remember the basic concepts of business ethics
K2	CO2	To analyze the importance of social responsibility in business
K3	CO3	To acquaint the knowledge on ethical decision making

Unit I

Ethics – Meaning – Definition - Business Ethics – Meaning - Definition –Concepts - Ethical values-Ethical models-Benefits of business ethics between morals, values and ethics- Influencing factors – Importance – Code of Ethics, Practice and Conduct – Unethical Practices in Business – Ethical practices in Business.

Unit II

Social responsibility of business – Definition – Meaning – Need for Social responsibility in business – Responsibility towards Competitors – Responsibility towards Employees – Responsibility towards Suppliers – Responsibility towards Government – Responsibility towards Community. Corporate Social Responsibility – Introduction – CSR Framework – Benefits of CSR – Barriers to CSR – Critics of CSR – CSR Practices – Case study.

Unit III

Ethical decision making – Ethical decision making frameworks - Ethical dilemmas in organization - Personal ethics - Professional ethics. Ethical issues in the functional areas – Ethics in marketing –Ethical issues in advertising – Ethical issues in takeovers and mergers-Ethics in finance –Ethics in human resource management (HRM)-Ethics in information technology.

Seminar & Assignment

Books for Study:

1. Business Organisation and Management, C.D.Balaji, Margham Publication, Chennai , 2015

Course Designed by	Verified by HoD	Checked by	Approved by
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