

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.

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=hIPpsnDudy8>

<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>

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