

SEC-182: E-COMMERCE

(Contact Hrs-45, Credits-3)

Course Objective: To provide exposure to students on E-Commerce and its intricacies.

Learning Outcomes: Students will:

- a. Have an understanding of e-commerce and
- b. Understand the major issues associated with online marketing, E-finance and Cyber security.

Unit – I: Introduction to E-Commerce

Brief history of E-Commerce in India; Meaning, characteristics, significance and limitations of E-Commerce; Types of E-Commerce; E-Commerce practices v/s Traditional commerce practices.

Identifying E-Commerce Opportunities and International nature of E-Commerce

Unit – II: E-Payment, Marketing and Finance

Transactions through the Internet; Requirements of E-payment systems; Impact of E-commerce on market; Online Marketing(E-advertising, E-branding); Marketing issues in E-marketing; Areas of e-financing; Traditional v/s E-banking.

Unit – III: Cyber Security

Legal environment of E-Commerce. Use and protection of Intellectual property in Online business.

Setting up Internet security; Maintaining secure information(Data Encryption, Digital Signature and other Security Measures); Laws Relating to online transactions – Salient Features; Ethical issues in E-Commerce.

Suggested References (latest editions)

- P.T. Joseph, S.J., “E-Commerce - An Indian Perspective”, PHI.
- David Whiteley, “E-Commerce Strategy, Technologies and Applications”, Tata McGraw Hill.
- Ravi Kalakota, Andrew B Whinston, “Frontiers of Electronic Commerce”, Pearson.
- Daniel Amor: “E Business R(Evolution)” Pearson Edude.
- Krishnamurthy: “E-Commerce Management” Vikas Publishing House.
- Schnieder, Gary P, Ecommerce: Strategy and Implementation. Cengage Learning Publisher