

B.Com. (Hons.): Semester-IV	
BCM401: E-COMMERCE	
Teaching Scheme	Examination Scheme
Lectures: 4 hrs/Week	Class Test – 12 Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6 Marks
Credits: 5	Attendance – 12 Marks
	End Semester Exam – 70 Marks

Course Objective

To enhance skills for effective and contemporary applications of E-commerce.

Course Learning Outcomes

After completing the course, the student shall be able to:

- CO1: understand the basics of E-commerce, current and emerging business models.
- CO2: familiarize with basic business operations such as sales, marketing, HR etc. on the web.
- CO3: enhance the students' skills for designing and developing website.
- CO4: understand & operate different e-payment methods.
- CO5: identify the emerging modes of e-payment.
- CO6: understand the importance of security, privacy, ethical and legal issues of e-commerce.

Unit I: Introduction to E- Commerce
Concepts and significance of E-commerce, driving forces of E-commerce. E-commerce business models - key elements of a business model and categories. Mechanism Dynamics of World Wide Web and internet- evolution and features; Design and launch of E-commerce website - decisions regarding selection of hardware and software; Outsourcing vs in house development of a website.
Unit II: Online Business Transactions
Rationale of transacting online, E-commerce applications in various industries (banking, insurance, payment of utility bills and others), e-marketing, e-tailing, online services, e-auctions, online portal, online learning, e-publishing and e-entertainment, online shopping.
Unit III: Website Designing
Introduction to HTML tags and attributes: Text formatting, fonts, hypertext links, tables, images, lists, forms, cascading style sheets.
Unit IV: E-payment System
E-payment Methods- Debit card, Credit card, Smart cards, E-Money, E-Wallets; Digital signatures- procedures and legal position; Payment gateways; Online banking- concepts, importance; Electronic fund transfer; Automated Clearing House; Automated Ledger Posting.
Emerging modes and systems of E-payment (MPaisa, PayPal and other digital currency).E- payments risks.
Unit V: Security and Legal Aspects of E-commerce
E-commerce security – meaning and issues. Security threats in the E-commerce environment- security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.; Technology

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solutions- encryption, security channels of communication, protecting networks, servers and clients. Information Technology Act 2000 - provisions related to offences, secure electronic records, digital signatures, penalties and adjudication.

Practical

Designing a Web Page in Notepad and HTML.

Suggested Readings

- Agarwala, Kamlesh N., Lal, Amit and Agarwala, Deeksha. "Business on the Net: An Introduction to the what's and hows of E-commerce." Macmillan India Ltd.
- Bajaj KK, Debjani Nag "E-Commerce. Tata McGraw Hill Company" New Delhi
- Chhabra, T.N., Jain, Hem Chand, Jain, Aruna. "An Introduction to HTML" Dhampat Rai & Co
- Dietel, Harvey M., Dietel, Paul J., and Steinbuhler Kate. E- Business and E- commerce for Managers. Pearson Education.
- Diwan, Parag and Sharma, Sunil "Electronic commerce- A manager's Guide to E- Business", Vanity Books International, Delhi
- Elias M. Awad "Electronic Commerce from vision to fulfillment" Third Edition PHI publications.
- Kosiur, David, "Understanding Electronic Commerce" Prentice Hall of India Private Ltd., New Delhi.
- Turban, E., et.al. "Electronic commerce: A Managerial perspective" Pearson Education Asia
- Whiteley, David, "E-Commerce" McGraw Hill, New York.

Additional Readings

- IT Act 2000
- Kumar A. "Cyber Laws" Book Age Publications, New Delhi.

Note: Latest edition of readings may be used.

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