Paper II

B.B.A.LL.B.: Semester-V
BBL 502: E-COMMERCE

Teaching Scheme	Examination Scheme
Lectures: 4hrs/Week	Class Test -12 Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6 Marks
Credits: 5	Attendance – 12 Marks
	End Semester Exam – 70 marks

Course Outcomes:

CO1. To get an idea of basic concept of E Business
CO2. Fundamental principles of e-Business and e- Commerce
CO3. Examine Consumer Oriented Approach in E Commerce.
CO4. To understanding the Electronic Payment Technology and E- Commerce Security.
CO5. Underlying used technologies with emphasis on Internet Technologies,
CO6. Application of tools and services to the development of small-scale e-commerce applications.

Course Content:

Unit - 1

Introduction to ecommerce: Meaning and concept of ecommerce, ecommerce vs. e-business, advantages and disadvantages of ecommerce, value chain in ecommerce, Porter's value chain model, competitive advantage and competitive strategy, different types of ecommerce likeB2B, B2C, C2C, C2B,G2C.

Unit - 2

E-commerce: Business Models and Concepts. Business-to-Business e-commerce: Meaning, benefits and opportunities in B2B, key B2B models and their main functions, EDI as a B2B tool. E-core values: ethical issues, legal issues, taxation issues and international issues.

Unit – 3

E-Commerce- a Consumer Oriented Approach: Traditional v/s E-Retailing, Key success factors in E-retailing, Models of E-retailing, and Characteristics of E-retailing. E-services: Categories of E-services, Web-enabled services, matchmaking services, Information selling on the web, E-entertainment, Auctions and other specialized services.

Unit – 4

Consumer oriented e-commerce: traditional retailing and e-retailing, benefits and key success factors for e-retailing, models for e-retailing like specialized and generalized e-stores, e-mall, direct selling by manufacturer, e-broker and e-services like web-enabling services, information selling on the web, entertainment services and auction services.

Unit – 5

Technology in ecommerce: An overview of the internet, basic network architecture and the layered model internet architecture, intranets and extranets, The making of world wide web, web system architecture, ISP URL's and HTTP, cookies. Building and hosting your website: choosing an ISP, registering a domain name web promotion, internet marketing techniques, e-cycle of internet marketing, personalization, mobile agents, tracking customers, customer service, CRM and e-value.

Unit - 6

Web page design using HTML and CSS: Overview of HTML, basic structure of an HTML document basic text formatting, links, images, tables, frames, form and introduction to CSS. Security threats Security in cyberspace, kinds of threats and crimes. Basic cryptography for enabling security in ecommerce. Internet payment systems:

Text and Reference Books-

1) Basu. Business Organisation and Management. Tata McGraw Hill, New Delhi.
2) Gupta, C.B. Modern Business Organisation. Mayur Paper Backs, New Delhi.
3) Lele, R.K. and J.P. Mahajan. Business Organisation. Pitamber Publishing, New Delhi.
4) Mishra, N. Modern Business Organisation. Sahitya Bhawan, New Delhi.
5) Prasad, Lallan and S.S. Gulshan. Management Principles and Practices. S. Chand & Co. Ltd., New Delhi.
6) Chhabra, T.N. Principles and Practice of Management. Dhanpat Rai & Co., Delhi.
7) Singh, B.P. and T.N. Chhabra. Business Organisation and Management. Dhanpat Rai & Co., Delhi
8) Elias. M. Awad, "Electronic Commerce", Prentice-Hall of India Pvt Ltd. (Latest Edition) [Chapter 1, 11, 12]
9) Elias. M. Awad, "Electronic Commerce", Prentice-Hall of India Pvt Ltd. (Latest Edition) [Chapter 10]
10) Dave Chaffey, "E-Business and E-Commerce Management- Strategy, Implementation and Practice (Fifth Edition) [Chapters 8]
11) Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang, "E-commerce Fundamentals and Applications, Wiley Publications (Student Edition) [Chapters 2,11,14]
12) Dave Chaffey, "E-Business and E-Commerce Management- Strategy, Implementation and Practice (Fifth Edition) [Chapters 3,9]
13) Elias. M. Awad, "Electronic Commerce", Prentice-Hall of India Pvt Ltd. (Latest Edition) [Chapters 7,8,9]