

**3<sup>rd</sup> SEMESTER**  
**SKILL ENHANCEMENT COURSE (SEC)**

**COM318S3: E-COMMERCE**

**Credits: 4 (Theory: 2; Practical: 2)**  
**Total Marks: 60 (Theory: 30; Practical: 30)**

**Course Objectives:** *To enable the student to become familiar with the mechanism for conducting business transactions through electronic means*

**Part-I: Theory: 30 Marks**

**Unit –I**

**Introduction:** Meaning, Nature, concepts, advantages, disadvantages and reasons for transacting online, types of E- Commerce, E- commerce business models (Introduction, key elements of a business model and categorizing major E- commerce business models), forces behind e-commerce.

**Technology used in E- Commerce:** The dynamics of World Wide Web and internet (meaning, evolution and features), Designing, building and launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing Vs in- house development of a website)

**Unit-II**

**E-payment System:** Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e- money). Digital Signatures (Procedure, working and legal position), payment gateways, online banking, risks involved in e-payment.

**On-line Business Transactions**

Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like banking, insurance payment of utility bills, online marketing.

**Part-II: Practical/Tutorials: 30 Marks**

**Unit – III & IV**

1. Development of website.
2. Surfing of different search engines.
3. Learning of HTML/Front Page.
4. Establishing of internet connection.
5. E-shopping.
6. Using of different electronic payments system such as credit card, debit card, electronic fund transfer, internet banking, mobile banking, UPI, NEFT, RTGS.

**Suggested Readings:**

1. *Kenneth C. Laudon, E- Commerce: Business, Technology, Society, 4th Edition, Pearson*
2. *Joseph PT. E-Commerce: An Indian Perspective, Prentice hall of India Pvt Ltd. New Delhi. Books:*
3. *David Whitely (2010), E-commerce, Strategy, technologies and Applications, Tata McGraw Hill Publishing Company Limited, New Delhi.*
4. *Dr.K.Abirami Devi & Dr. M. Alagammai, E-Commerce, Margham Publications, Chennai*
5. *Kamalesh N. Agarwala Business on the net, an introduction to the 'Whats' and 'Hows' of e-commerce Macmilan India Limited, New Delhi*