B. Com (Hons.) (Accounting and Taxation)
SKILL ENHANCEMENT ELECTIVE COURSE (SEC)
SEMESTER V
(BCB33504T): E-COMMERCE

Max. Marks: 100
External Marks: 70
Internal Marks: 30
Pass: 40%
Credits: 4

Objective:

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

Course outcomes:

CO 1:	To learn the key elements of e-commerce business models and the technological forces driving e-commerce evolution.
CO 2:	To understand the technologies used in e-commerce, including web design principles and security measures such as encryption.
CO 3:	To acquire a comprehensive understanding of the legal and regulatory framework governing e-commerce, and its provisions related to cybercrimes.
CO 4:	To apply knowledge of e-payment systems, online banking, and various e-commerce applications across industries.

SECTION A

Block 1: (Introduction to E-Commerce)

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.

Block 2: (Technology used in 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) Management issues related to E-commerce. Legal and ethical issues in E– Commerce: Security issues in E– Commerce– Regulatory frame work of E– commerce.

SECTION B

Block 3: (E-payment System)

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 (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.

Block4: (On-line Business Transactions)

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, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment} Online shopping (amazon, snapdeal, alibaba, flipkart, etc.)

Suggested Readings:

1. Kenneth C. Laudon and Carlo Guercio Traver, (2016), E-Commerce, Pearson Education.
2. David Whiteley, (2006), E-commerce: Strategy, Technology and Applications, McGraw Hill Education
3. Bharat Bhaskar, (2009), Electronic Commerce: Framework, Technology and Application, 4th Ed., McGraw Hill Education
4. PT Joseph, (2015), E-Commerce: An Indian Perspective, PHI Learning
5. KK Bajaj and Debjani Nag,(2017), E-commerce, McGraw Hill Education

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.