

BBA II Year	BBA-S303/403		Semester-III/IV		
	E-Commerce				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	06	60

OBJECTIVE: This course is designed to provide an understanding of the essential elements of E-commerce, privacy issues, new technologies at global level.

- Introduction to ecommerce: Meaning and concept of ecommerce, ecommerce vs. business, advantages and disadvantages of e-commerce, value chain in ecommerce, Porter's value chain model, competitive advantage and competitive strategy, different types of ecommerce like B2B, B2C, C2C, C2B, G2C; Technology in e-commerce: An overview of the internet, basic network architecture and the layered model, internet architecture, network hardware and software considerations, intranets and extranets, The making of world wide web, web system architecture, ISP, URL's and HTTP, cookies. **(15 hours)**
- 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 Web page design is 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: client threat, communication channel threat, server threat, other programming threats, frauds and scams; Basic cryptography for enabling security in ecommerce: encryption: public and private key encryption, authentication and trust using digital signature and digital certificates, internet security using VPN, firewalls, SSL. **(15 hours)**
- Internet payment systems: Features of payment methods, 4C payment methods, electronic money, ACID and ICES test, payment gateway, SET protocol for credit card payment, electronic payment media: e-cash and e-wallet, e-check, credit card, debit card, smartcard, EFT and ACH ; Business to Business e-commerce: Meaning, benefits and opportunities in B2B, B2B building blocks and their relationship to supply chain management, key B2B models and their main functions, EDI as a B2B tool. **(15 hours)**
- 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, supplementary distribution channel, e-broker and e-services like web-enabling services, matchmaking services, information selling on the web, entertainment services and auction services; E-core values: ethical issues, legal issues, taxation issues and international issues. **(15 hours)**

SUGGESTED READINGS:

1. Bansal S.K.(2004).E-Commerce :Fundamental. New Delhi: APA Publications.
2. Bajaj, K.K. and Nag, D.(2005).E-Commerce the cutting edge of Business. New Delhi:TMH
3. Kalakota, R. & Winston, A. (1996). Frontiers of Electronic Commerce. UK: AddisonWesley.
4. Loshin,P.& Vacca. J.(2004). Electronic commerce. New Delhi:Firewallmedia.
5. Saxena M.R.(2009).E-Commerce :Fundamental and Applications. India:MangalDeep

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.