

| BBA II Year | BBA-S304 | | Semester-III | | |
|--|--|--|--------------------|---------------|---------------|
| | E-Commerce | | | | |
| Time Allotted for End Semester Examination | Marks Allotted for Internal Assessment | Marks Allotted for End Term Examination(ESE) | Maximum Marks (MM) | Total Credits | Maximum Hours |
| 3 Hrs. | 30(20+10) | 70 | 100 | 04 | 40 |

| | Course Outcomes: | Mapped Program Outcomes |
|------|--|-------------------------------|
| CO.1 | To get acquainted with different aspects of E commerce. | PO.1 |
| CO.2 | Understand the basics of activities related to online business and e-commerce portals. | PO.1, PO.2 |
| CO.3 | Differentiate electronic marketplaces and give examples of e-tailing products and services. | PO.2, PO.3, PO.4 |
| CO.4 | Compare B2B and B2C e-commerce strategies, including market segmentation. | PO.2, PO.4 |
| CO.5 | Understand online security issues to assess existing websites and e-commerce revenue models. | PO.1, PO.3, PO.4, PO.5, PO.6. |

- 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. **(10 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. **(10 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, B2Bbuilding blocks and their relationship to supply chain management, key B2B models and their main functions, EDI as a B2Btool. **(10 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. **(10 hours)**

SUGGESTED READINGS:

1. Kalakota Ravi (2019). Frontiers of Electronic Commerce 8th edition. Dorling Kindersley Pvt Ltd
2. Bajaj, K.K. and Nag, D.(2018).E-Commerce the cutting edge of Business. New Delhi:McGraw Hill.
3. Kalakota, R. & Winston, A. (2021). Frontiers of Electronic Commerce. UK: AddisonWesley.
4. Laudon Kenneth C.(2017). E-Commerce. Pearson Education India
5. Chaffey (2013). E-Business and E-Commerce Management : Strategy, Implementation and Practice . Pearson Education India

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.

