



## **E-Commerce**

### **Syllabus**

#### **Objectives of the course:**

This course aims to provide students with a comprehensive understanding of e-commerce, its business models, infrastructure, security considerations, and emerging trends. Students will also gain practical knowledge in building e-commerce websites and explore the role of social networks, auctions, and portals in the e-commerce landscape.

#### **Course Outcome:**

- Understand the fundamental concepts and themes of e-commerce
- Recognize the transformative impact of e-commerce on businesses
- Identify different e-commerce business models
- Analyze the impact of the Internet and the Web on business strategy and structure
- Explore various payment systems and their role in e-commerce
- Explore the concept of online auctions and their significance in e-commerce

Unit	Title	Details of Topic
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Unit I	<b>Introduction to E-Commerce</b>	E-commerce: The revolution is just beginning, E-commerce: A Brief History, Understanding E-commerce: organizing Themes <b>7</b> <b>Hours</b>
Unit II	<b>E-commerce business models and concepts, The internet and World Wide Web: E-commerce infrastructure</b>	E-commerce Business Models, Major Business to Consumer (B2C) business models, Major Business to Business (B2B) business models, Business models in emerging E-commerce areas, How the Internet and the web change business: strategy, structure and process, The Internet: Technology Background, The Internet Today, Internet II- The Future Infrastructure, The World Wide Web, The Internet and the Web: Features <b>10</b> <b>Hours</b>
Unit III	<b>Building an e-commerce web site, Security and payment</b>	Building an E-commerce Web Site: A systematic Approach, The e-commerce security environment, Security threats in the e-commerce environment, Technology solution, Management policies, Business procedures, and public laws, Payment system, E-commerce payment system, Electronic billing presentment and payment <b>10</b> <b>Hours</b>
Unit IV	<b>Social networks, auctions, and portals</b>	Social networks and online communities, Online auctions, E-commerce portals <b>03</b> <b>Hours</b>

#### **Books Recommended:**

1. Kenneth C. Laudon, E-Commerce: Business, Technology, Society, 4th Edition, Pearson
2. S. J. Joseph, E-Commerce: an Indian perspective, PHI

<https://datatrained.com/post/functions-of-e-commerce/>