MCA185 Digital Commerce

Teaching Schedule Hours/Week			Examination Scheme				
Theory	Tutorial	Practical	Internal		Final		Total
			Theory	Practical	Theory	Practical	
3	1		20		80	-	100

Course Objective:

The main objective of this course is to equip students with the knowledge of electronic commerce, Mobile Commerce, Digital Marketing, web content management system, and uses of Artificial Intelligence required for analyzing and implementing Digital Commerce in a typical business set up.

Course Contents:

Unit 1: E-Commerce [11 Hrs]

Introduction, Advantages and Disadvantages, Benefits, Features, Business models of E-Commerce, Infrastructure Requirement for E-Commerce, Different types of Networking for E-Commerce ,Internet, Extranet and Intranet, Security for E-Commerce, Security Standards, Firewall, Cryptography, Digital Token based Payments

Unit 2: Electronic Retailing [2Hrs]

Mercantile Models from the consumer's perspective, Distinctive phases of a consumer Mercantile Model, Pre purchase Preparation, Purchase consummation, Post purchase Interaction

Unit 3: Introduction to Digital Commerce [3 Hrs]

Need of digital commerce, comparison between Digital Commerce and E-Commerce, Challenges of Digital Commerce, Key Digital Commerce Trends

Unit 4: Mobile Commerce [8Hrs]

Definition, Types of Mobile Commerce, Applications Comparison between M-Commerce and E-Commerce, Features of M-Commerce, Global System for Mobile Commerce (GSM), GPRS, 3G, 4G, 5G

Unit 5: Digital Marketing [8 Hrs]

Internet Marketing and Digital MarketingMix,Search Engine Advertising, Introduction to SEO,Display marketing,Social Media (Facebook, Linkedin,Twitter, Youtube, Google,

Instagram) Marketing, Case studies, Study of any two research articles on Digital Marketing and presentation by individual students

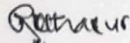## Unit 6: web Content Management systems   [7 Hrs]

Planning and Developing Dynamic Web Content Sites, Building and Administrating a Wordpress Blog Site, Building an Online Social Network Using SocialGo, Creating Online Courses Using MoodleCloud
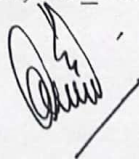
Unit 7: Applications of AI[6Hrs]

Chatbots, Personalization, Inventory and Supply Chain, Intelligent Image Search, Case s Case studies, Study of any two research articles on the application of AI in digital commercee and and presentation by individual student.

Reference Books:

1. Electronics Commerce –Technologies and Applications: Bhaskar Bharat, TMH

2. Frontiers of Electronic Commerce: Kalakota ,Whinston, Pearson Education

3. E-Commerce : Strategy Technologies and Applications: Whiteley, David, TMH

4. Digital Marketing: Seema Gupta, Mc_Graw Hill