

Course No.	Course Name	L-T-P Credits	Year of Introduction
RLIMCA303	E-Commerce	3-1-0-4	2016
<p style="text-align: center;"><b>Course Objectives</b></p> <ul style="list-style-type: none"> <li>● Define E-commerce and describe how it differs from e-business.</li> <li>● Describe major business models of E-Commerce</li> <li>● Describe how Internet and Web features support E-Commerce</li> <li>● Understand the key dimensions of E-Security</li> <li>● Understand the features of E- Payment systems</li> <li>● Understand the concepts and technologies of E- marketing systems</li> </ul>			
<p style="text-align: center;"><b>Syllabus</b></p> <p>Introduction to e-Commerce, Business Models and Concepts, Technology Infrastructure for E-Commerce, E-Security , E-Payment and E-Marketing</p>			
<p style="text-align: center;"><b>Expected Outcome</b></p> <p>At the end of the course,</p> <ul style="list-style-type: none"> <li>● The students are expected to realise the problems involved in designing and building e-commerce systems.</li> <li>● Understand the need to design E-Commerce systems that fully meet the requirements of the intended users.</li> </ul>			
<p style="text-align: center;"><b>References</b></p> <ol style="list-style-type: none"> <li>1. Kenneth C. Laudon, Carol Guercio Traver, “E-Commerce”, Pearson India, 2016</li> <li>2. P T Joseph, S.J., “E-Commerce An Indian Perspective”, PHI, Fifth edition ,2015</li> <li>3. Whiteley,”e-Commerce Strategies, Technologies and Applications”, McGraw Hill, 2014</li> <li>4. Tharam Dillon, Henry Chan, “E-Commerce Fundamentals and Applications”, John Wiley &amp; Sons Ltd, 2014</li> </ol>			

Course Plan			
Module	Contents	Hours Allotted	% of marks in End-Semester Examination
I	Introduction to e-Commerce- e-Commerce v/s e-Business, Types of E-Commerce, E-commerce Infrastructure <i>Text : 1</i>	6	15
II	Business Models and Concepts - B2C, B2B, C2C, C2B -Brokerage Model, Aggregator Model, Info-mediary Model, Community Model, Value Chain Model, Manufacturer Model, Advertising Model, Subscription Model, Affiliate Model <i>Text: 2</i>	10	20
FIRST INTERNAL EXAM			
III	E-Security:E-Commerce Security Environment, Security Threats, Technology Solutions, SSL, Protecting Networks- Firewalls, Proxy-Servers <i>Text :1</i>	8	15
IV	E-Payment: Types of Payment Systems, Credit card E-Commerce Transactions- How an Online Card Transaction works - Credit Card E-Commerce Enablers - Limitations of Online Credit Card Payment Systems, Secure Electronic Transaction Protocol <i>Text :1</i>	8	15
V	E-Commerce digital payment systems in B2C-Digital Wallets- Digital Cash -Online stored Value Systems -Digital Credit Card Payment systems - Digital Checking Payment systems - B2B Payment systems <i>Text :1</i>	10	20
SECOND INTERNAL EXAM			
VI	E-Marketing: Basic Marketing Concepts, Internet Marketing Technologies, B2C and B2B-Commerce, Marketing and Branding Strategies, Online Market Research <i>Text :1</i>	8	15
END SEMESTER EXAM			
QUESTION PAPER PATTERN			

<p>There will be two parts in the Question paper -<b>Part A and Part B.</b></p> <p><b>Part A</b> will have 8 short answer questions of 3 marks each (8 X 3 M = 24 M). There will be no choice questions.</p> <p><b>Part B</b> will have 6 essay questions one from each module of 6 marks each, with an alternative choice question from the same module (6 x 6M=36M).The maximum number of sub part questions in <b>Part B</b> to be limited to 2.</p> <p>The total marks assigned to questions in Part A (Short answer) and Part B (Essay) together from a single module, not to exceed the marks assigned to that module specified in the course plan in the syllabus.</p>		
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