

Name of the Program: Bachelor of Business Administration (BBA)

Course Code: BBA 1.5 (OEC)

Name of the Course: E-Commerce

Course Credit	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours

Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc

Course Outcomes: On successful completion of the course, the Students will demonstrate:

- To facilitate the students to gain knowledge about different aspects of ecommerce and trends

Syllabus	Hours
Module 1: INTRODUCTION TO E-COMMERCE	8 Hours

E-Commerce - meaning, nature, concepts - types; e-commerce business models B2B concept - major activities - types of B to B market (independent, buyer oriented, supplier oriented - e-market place, B2C portals, e-tailor - content provider - transaction broker - real life examples of B2C, C2C, C2B, etc.; forces behind e-commerce – e-Governance meaning - types - significance - real life examples.

Module 2: ELECTRONIC PAYMENT SYSTEM	10 Hours
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Methods of e-payments Debit Card, Credit Card, Smart Cards, eMoney, electronic or digital wallet, digital signature (concepts), payment gateways Core Banking Solution or CBS, Mobile Payment, UPI, NCPI, International Payments - Social Commerce - Digital Marketing - E-CRM – SCM

Module 3: COMPUTER APPLICATION IN BUSINESS	12 Hours
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Word Opening Screen Elements, Creating, Opening and Saving of Word Document, Formatting, Margin, Paper Selection, Undo-Redo, Spell Check, Alignment, Insert Table, Mail Merge; MS-Word Shortcut Keys. Features, Advantages, MS-Excel Program, Window Elements, Managing Workbooks, Create, Open, Save and Close, Managing, Worksheets - Naming, Inserting, Moving, Copying and Deleting. Navigation in MS-Excel; Standard Toolbar Elements; Types of Cell Data etc.

Module 4: E-COMMERCE APPLICATIONS	8 Hours
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E-commerce applications in various industries, Emerging trends in e-commerce, Mobile commerce, Economic, Technological Framework

Module 5: SECURITY ISSUES IN E-COMMERCE	7 Hours
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Need and Concepts, Electronic commerce, Security environment, Security threats in e-commerce environment, basics of encryption and decryption.

Text Books:

1. P. T. Joseph, E-Commerce: An Indian Perspective, PHI Learning
2. Henry Chan, Raymond Lee and others, E-Commerce: Fundamentals and Applications
3. Wiley, Landon, E-Commerce, Pearson Education India
4. Schneider G., E-Business, Cengage Publications
5. Bhaskar, B., E-Commerce, McGraw Hill
6. Dave Chaffey – E-Business and E-Commerce Management –Strategy, Implementation and Practice, Pearson Education
7. Schneider Gray – Electronic Commerce – Cengage Learning

Common Syllabus for all UG Programmes

BBA 1.6 – Physical Education- Yoga/Health and Wellness (SEC)	
Course Credits : 02	Total Contact Hours : 30
Internal Assessment Marks : 15	Semester End Examination Marks : 35

Common Syllabus for all UG Programmes