

BBA Sem.-III
Syllabus
June 2012

Uka Tarsadia University

E-COMMERCE

Core Subject

52 Hours Theory - 4 Credits

Subject Code: 030030303

Total No. of Units: 4

Subject Objective: To provide students and overview of e-commerce.

Subject Outcome: Students will learn important aspects of e-commerce.

	SECTION-I		No. of Hours. Required
Unit-1 [Weight age 25%]	Introduction [Total Hours- 13]		13
	1.1	Understanding e-commerce from different perspectives: <ul style="list-style-type: none"> • Communications, Interface, Business Process, Online, Structural, Market 	
	1.2	e-Commerce drivers	
	1.3	e-Commerce Myths	
	1.4	Advantages of e-Commerce	
	1.5	Limitations of e-Commerce	
	1.6	e-Business Model: <ul style="list-style-type: none"> • B2C, B2B, C2C, C2B and B2E 	
Unit-2 [Weight age 25%]	Payment Systems [Total Hours- 13]		13
	2.1	e-Money: Identified and online, Identified and offline, Anonymous and online and Anonymous and offline	
	2.2	Types of electronic payment methods: <ul style="list-style-type: none"> • Trusted third party type • Notional fund transfer-related type • Digital cash or electronic money 	
	2.3	Credit Card, Debit Card and Smart Card	
	2.4	Designing e-payment systems	
	2.5	Electronic Fund Transfer	
	2.6	Risk and e-Payment system	

	SECTION-II		No. of Hours. Required
Unit-3 [Weight age 25%]	e-Marketing [Total Hours- 13]		13
	3.1	Traditional Marketing	
	3.2	Online Marketing: Meaning, How Should buyers pay online, Advantages of online Marketing, Various business that can flourish on the Internet: Banking, Data Bank, Data, Retailing	
	3.3	e-Advertising: Meaning, Various means of Advertising	
	3.4	Problem of Internet Marketing in India	
	3.5	Marketing Strategies: Social Media Marketing	
Unit-4 [Weight age 25%]	e-Security [Total Hours- 13]		13
	4.1	Information System Security	
	4.2	General Security Issues	
	4.3	Information Security Environment in India	
	4.4	NASSCOM's Security Initiatives	
	4.5	Mobile Commerce: <ul style="list-style-type: none"> • Meaning and Introduction • Three categories: Mobile Banking, Mobile Payment, Mobile Money 	

Text Book:

1. P.T. Joseph, S.J. (2012), "E-Commerce- An Indian Perspective", New Delhi, PHI Learning Private Limited.

References Book:

2. Elias M. Awad (2002), "Electronic Commerce- From Vision to Fulfillment", New Delhi, Prentice Hall of India Private Limited.
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