

P.B.SIDDHARTHA COLLEGE OF ARTS &SCIENCE :: VIJAYAWADA-10..
(An Autonomous college in the jurisdiction of Krishna University, Machilipatnam)
E COMMERCE

Semester:	VI	Credits :	4
Offered to	B.Com(General)	Course Code	COMSET17
Course Type	Core (Theory)	Year of Introduction	2022-23
Year of Revision:		Percentage of Revision:	
Hours Taught	75 hrs. Per Semester		
Course Prerequisites (if any):			

CO1: Students understand the mechanism of E- commerce (PO5) (PSO1)

CO2: Students themselves equip specialization in website designing for E-Commerce (PO5) (PSO1)

CO3: Students are able to enhance their skills in operational services of E-Commerce (PO5) (PSO1)

CO4: Students are able to involve in activities of E-Commerce (PO5) (PSO1)

CO5: Students are able to create awareness among the public one commerce activities (PO5) (PSO1)

UNIT 1: Introduction, Nature and Scope

Introduction- Definition –importance- Nature and scope of e commerce- Advantages and limitations-Types of ecommerce – B2B,B2C,C2B,C2C,B2A,C2A- Framework e commerce

UNIT 2:- Environmental and Technical support Aspects

Technical Components- Internet and its component structure-Internet Vs Intranet, Vs Extranet and their differences-Website design- its structure- designing, developing and deploying the system-

UNIT 3. –Security and Legal Aspects

Security environment –its preliminaries and precautions-protecting Web server with Firewalls-Importance of Digital Signature –its components – Cyber Law- Relevant Provisions of IT Act 2000.

UNIT 4. - Operational Services of e Commerce

E retailing –features- E Services-Banking, Insurance, Travel, Auctions, Learning, Publication and Entertainment-Payment of utilities (Gas, Current Bill, Petrol Products)- On Line Shopping(Amazon, Flip kart, Snap deal etc.)

UNIT 5.–E Payment System

Types of e payment system- its features-Digital payments (Debit Card/Credit Cards, Internet Banking, Mobile wallets- Digital Apps (unified Payment Services-Phone Pay, Google Pay, BHIM Etc.) Unstructured Supplementary Services Data (Bank Prepaid Card, Mobile banking)-

Text Books:

1. Bharat Bhaskar , Electronic Commerce Framework, Technology and Application.McGraw Hill Education

References:

1. Bajaj,D.Nag,E Commerce, Tata McGraw Hill Publication
2. Whitely David , E-Commerce, McGraw Hill
3. TN Chhabra ,E Commerce, Dhanapat Rai & Co
4. Dave Chaffey, E Business and E Commerce Management, Pearson Publication
- 5.Dr.Pratikumar Prajapati, Dr.M.Patel, E Commerce , Redshine Publication

Suggested Co-Curricular Activities

- 1 Assignments (including technical assignments like volume of business operated through ecommerce, Case Studies of problems raised at the time of e commerce
2. Seminars, Conferences, discussions by inviting concerned institutions
3. Conduct surveys on pros and cons of ecommerce
4. Invited lectures and presentations on related topics by field experts

P.B.SIDDHARTHA COLLEGE OF ARTS &SCIENCE :: VIJAYAWADA-10..
(An Autonomous college in the jurisdiction of Krishna University, Machilipatnam)

E COMMERCE

COMSET17

Time: 3Hrs

Max Marls: 75

Section –A

Answer any Five of the following

5X5=25M

1. Explain the advantages of E-Commerce
2. World Wide Web
3. Cyber Law
4. online shopping
- 5.Mobile Banking
6. Explain the importance of Digital Signature
7. Components of internet
8. Evolution of E-Commerce

Section –B

Answer the following

5X10=50M

9. a) Define E-Commerce. Discuss the nature and scope of E-Commerce.

Or

- b) Discuss about different models of E-Commerce

10. a) Differentiate between Internet Vs Intranet Vs Extranet

Or

- b) Explain the structure of website designing.

11. a). Explain the provisions of IT act 2000

Or

- b) What is Security Environment? Explain its precautions to secure the environment.

12. a) List out the E-services

Or

- b) What is meant by E-Retailing? state its features.

13. a) what is E- Payments? Explain the Modes of E-Payment

Or

b) What is Internet banking? Explain the advantages and disadvantages