

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
9.	UGSEC-204 (B)	E-Commerce	SEC	2	2	0	0	50	-	50

COURSE OUTCOMES

At the end of the course the student will be able to: -	
CO1	Describe the basic concepts of E-Commerce and E-Business.
CO2	Interpret the core characteristics of the major E-Commerce business models.
CO3	Analyze various E-marketing strategies for customer acquisition.
CO4	Evaluate secure e-commerce transaction process and security measures.
CO5	Create a plan for launching and managing an online business.

Detailed Syllabus**Section A**

Unit I: Introduction to E-Commerce: Meaning, Nature and Importance of E-Commerce; Evolution of E-Commerce; Benefits and Challenges of E-Commerce, Applications of E-commerce.

(05 Hrs)

Unit II: E-Commerce Business Models: Business to Consumer (B2C) business model, Business to Business (B2B) business model, Consumer-to-Consumer (C2C) business model, Business-to-Government (B2G) business model.

(05 Hrs)

Unit III: E-Marketing and Customer Acquisition: Meaning and Strategies of Digital Marketing- Exploring Search Engine Optimization (SEO), Social Media Marketing, and other online advertising techniques; Building an Online Brand- Understanding brand identity and development in the e-commerce space; Customer Relationship Management (CRM) in E-Commerce- Strategies for attracting, retaining, and satisfying customers online.

(05 Hrs)**Section B**

Unit IV: Payment Systems and Security in E-Commerce: Online Payment Gateway Options- Understanding different payment methods and transaction processing systems; E-Commerce Security Fundamentals- Exploring data encryption, secure protocols, and fraud prevention measures; Consumer Protection in E-Commerce- Analyzing legal frameworks and regulations governing online transactions.

(05 Hrs)

Unit V: Launching and Managing an Online Business: E-Commerce Platforms and Website Development- Exploring popular platforms like Shopify and building an e-commerce website; Supply Chain Management and Logistics in E-Commerce- Understanding order fulfillment, inventory management, and delivery options; E-Commerce Analytics and Performance Measurement- Analyzing website traffic, customer behavior, and key performance indicators (KPIs).

(04 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	E-Commerce - An Indian Perspective	P.T Joseph and S.J	PHI	4 th (2012)
2.	E-Commerce - Business, Technology, Society	Kenneth C. Laudon and Carol Guercio Traver	Pearson	4 th (2008)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	E-Commerce Strategy, Technologies and Applications	David Whiteley	Tata McGraw Hill	1 st (2017)