



Kot, Bhalwal, Jammu

Model Institute of Engineering  
& Technology (Autonomous)  
Course Handout

## COURSE HANDOUT

E-commerce -UGSEC-204(B)

B.Com Hons-2<sup>nd</sup> SEMESTER

ACADEMIC YEAR (2024-25)

**Dr. Amanpreet Kaur**

Assistant Professor

School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

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Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1

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Please Do Not Print Unless Necessary

### Detailed Syllabus

**Unit I: Introduction to E-Commerce and Online Business:** Online Business: Meaning, Nature and Importance of E-Commerce and E-Business; Distinction between E-Commerce and E-Business; Evolution of E-Commerce; Transition to E-Commerce in India; Benefits and Challenges of E-Commerce

(04 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; The Emergence of the Internet and the World Wide Web (WWW); The Internet and the Web- Features

(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)

**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)..

(05 Hrs)

### Books Recommended:

#### Text Books

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

#### Reference Books

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



COURSE PLAN		
<b>Unit-I : Introduction to E-Commerce and Online Business</b>		
S.No	Topics	Recommended Books
1	Introduction to E-Commerce and Online Business: Online Business: Meaning,	Book 3, Ch.1
2	Nature and Importance of E-Commerce and E-Business;	Book 3, Ch.1
3	Distinction between E-Commerce and E-Business; Evolution of E-Commerce.	<a href="https://www.bajajfinserv.in/difference-between-e-commerce-and-e-business">https://www.bajajfinserv.in/difference-between-e-commerce-and-e-business</a>
4	Transition to E-Commerce in India; Benefits and Challenges of E-Commerce	<a href="https://easebuzz.in/explainers/ecommerce/what-is-ecommerce-and-how-to-do-online-sales/">https://easebuzz.in/explainers/ecommerce/what-is-ecommerce-and-how-to-do-online-sales/</a>
<b>Unit-II E-Commerce Business Models</b>		
5	Business to Consumer (B2C) business model,	Book 2, Ch.2
6	Business to Business (B2B) business model	
7	,Consumer-to-Consumer (C2C) business model	Book 2, Ch.2
8	Business-to-Government (B2G) business model	Book 2, Ch.2
9	The Emergence of the Internet and the World Wide Web (WWW); The Internet and the Web- Features	Book 2, Ch.3
<b>Unit-III E-Marketing and Customer Acquisition</b>		
10	Meaning and Strategies of Digital Marketing- Exploring Search Engine Optimization (SEO)	<a href="https://digitalmarketinginstitute.com/blog/what-is-seo">https://digitalmarketinginstitute.com/blog/what-is-seo</a>
11	Social Media Marketing, and other online advertising techniques	<a href="https://www.spiceworks.com/marketing/advertising/articles/what-is-social-media-advertising/2">https://www.spiceworks.com/marketing/advertising/articles/what-is-social-media-advertising/2</a>
12	Building an Online Brand- Understanding brand identity and development in the e-commerce space.	<a href="https://www.linkedin.com/pulse/building-strong-brand-identity-e-commerce-space-priya-sharma-olnzf/">https://www.linkedin.com/pulse/building-strong-brand-identity-e-commerce-space-priya-sharma-olnzf/</a>
13	Customer Relationship Management (CRM) in E-Commerce- Strategies for attracting, retaining	<a href="https://webengage.com/blog/ecommerce-crm-strategies/">https://webengage.com/blog/ecommerce-crm-strategies/</a>
14	Satisfying customers online	<a href="https://hbr.org/2023/01/10-ways-to-boost-customer-satisfaction">https://hbr.org/2023/01/10-ways-to-boost-customer-satisfaction</a>
<b>Unit-IV Payment Systems and Security in E-Commerce</b>		
15	Online Payment Gateway Options- Understanding different payment methods and transaction processing systems; E-Commerce.	<a href="https://www.bigcommerce.com/articles/ecommerce/payment-gateways/">https://www.bigcommerce.com/articles/ecommerce/payment-gateways/</a>
16	Security Fundamentals- Exploring data encryption	<a href="https://www.splunk.com/en_us/blog/learn/data-encryption-methods-types.html">https://www.splunk.com/en_us/blog/learn/data-encryption-methods-types.html</a>
17	Secure protocols, and fraud prevention measures	<a href="https://complyadvantage.com/insights/what-is-fraud-prevention/">https://complyadvantage.com/insights/what-is-fraud-prevention/</a>
18	Consumer Protection in E-Commerce	Book 2, Ch.3



18	Analyzing legal frameworks and regulations governing online transactions	<a href="https://www.lexology.com/library/detail.aspx?g=6c3e377f-e607-4fa2-869b-54f9731ecdb6">https://www.lexology.com/library/detail.aspx?g=6c3e377f-e607-4fa2-869b-54f9731ecdb6</a>
<b>Unit-V Launching and Managing an Online Business</b>		
19	E-Commerce Platforms and Website Development- Exploring popular platforms like Shopify and building an e-commerce website	Book 2, Ch.4
20	Supply Chain Management and Logistics in E-Commerce	Book 1, Ch.12
21	Understanding order fulfillment, inventory management, and delivery options	<a href="https://www.geeksforgeeks.org/order-fulfillment-meaning-importance-process-and-types/">https://www.geeksforgeeks.org/order-fulfillment-meaning-importance-process-and-types/</a> <a href="https://katanamrp.com/blog/inventory-management-for-e-commerce/">https://katanamrp.com/blog/inventory-management-for-e-commerce/</a>
22	<a href="https://www.thoughtspot.com/data-trends/analytics/ecommerce-analytics">https://www.thoughtspot.com/data-trends/analytics/ecommerce-analytics</a>	<a href="https://www.thoughtspot.com/data-trends/analytics/ecommerce-analytics">https://www.thoughtspot.com/data-trends/analytics/ecommerce-analytics</a> <a href="https://www.leadfeeder.com/blog/web-traffic-analytics/">https://www.leadfeeder.com/blog/web-traffic-analytics/</a>
23	Customer behavior, and key performance indicators (KPIs)..	<a href="https://www.giosg.com/blog/kpis-ecommerce">https://www.giosg.com/blog/kpis-ecommerce</a> <a href="https://www.shopify.com/blog/7365564-32-key-performance-indicators-kpis-for-ecommerce">https://www.shopify.com/blog/7365564-32-key-performance-indicators-kpis-for-ecommerce</a>

#### ADDITIONAL WEB RESOURCES

1.	<u>E Book on E-Commerce :</u> <a href="https://www.drnishikantjha.com/booksCollection/E-Commerce%20.pdf">https://www.drnishikantjha.com/booksCollection/E-Commerce%20.pdf</a> <a href="https://gcgldh.org/downloads/e-Content/Learning-Material/Computer-Science/E Commerce M Commerce Concppts.pdf">https://gcgldh.org/downloads/e-Content/Learning-Material/Computer-Science/E Commerce M Commerce Concppts.pdf</a>
2.	<u>Case Studies on Ecommerce:</u> <a href="https://ibook.pub/e-commerce-strategy-text-and-cases.html">https://ibook.pub/e-commerce-strategy-text-and-cases.html</a> <a href="https://www.wcoomd.org/-/media/wco/public/global/pdf/topics/facilitation/activities-and-programmes/ecommerce/e-commerce-compendium_en.pdf?db=web">https://www.wcoomd.org/-/media/wco/public/global/pdf/topics/facilitation/activities-and-programmes/ecommerce/e-commerce-compendium_en.pdf?db=web</a>
3	E-Commerce business models <a href="https://www.mca.co.in/images/E-commerce_Business_Models.pdf">https://www.mca.co.in/images/E-commerce_Business_Models.pdf</a> <a href="https://evening.jaincollege.ac.in/pdf/e-Commerce-Business-Models-IV-BCom.pdf">https://evening.jaincollege.ac.in/pdf/e-Commerce-Business-Models-IV-BCom.pdf</a>

#### GRADING AND ASSESSMENT

- **Sessional Test:** 15 marks
- **Assignment:** 10 marks
- **Attendance:** 5 marks



- **Final Examination:** 70 marks

#### COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

#### FACULTY INFORMATION

- **Office Hours**  
Monday (12:55 PM – 1:45 PM)  
Friday (12:55 PM – 1:45 PM)
- **Contact Information**  
[aamanpreet.llb@mietjammu.in](mailto:aamanpreet.llb@mietjammu.in)