

COURSE HANDOUT

E-commerce -UGSEC-204(B)

BBA Hons-2nd 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

www.mietjmu.in

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		
Unit-I : Introduction to E-Commerce and Online Business		
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.	https://www.bajajfinserv.in/difference-between-e-commerce-and-e-business
4	Transition to E-Commerce in India; Benefits and Challenges of E-Commerce	https://easebuzz.in/explainers/ecommerce/what-is-ecommerce-and-how-to-do-online-sales/
Unit-II E-Commerce Business Models		
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
Unit-III E-Marketing and Customer Acquisition		
10	Meaning and Strategies of Digital Marketing- Exploring Search Engine Optimization (SEO)	https://digitalmarketinginstitute.com/blog/what-is-seo
11	Social Media Marketing, and other online advertising techniques	https://www.spiceworks.com/marketing/advertising/articles/what-is-social-media-advertising/ 2
12	Building an Online Brand- Understanding brand identity and development in the e-commerce space.	https://www.linkedin.com/pulse/building-strong-brand-identity-e-commerce-space-priya-sharma-olnzf/
13	Customer Relationship Management (CRM) in E-Commerce- Strategies for attracting, retaining	https://webengage.com/blog/ecommerce-crm-strategies/
14	Satisfying customers online	https://hbr.org/2023/01/10-ways-to-boost-customer-satisfaction
Unit-IV Payment Systems and Security in E-Commerce		
15	Online Payment Gateway Options- Understanding different payment methods and transaction processing systems; E-Commerce.	https://www.bigcommerce.com/articles/ecommerce/payment-gateways/
16	Security Fundamentals- Exploring data encryption	https://www.splunk.com/en_us/blog/learn/data-encryption-methods-types.html
17	Secure protocols, and fraud prevention measures	https://complyadvantage.com/insights/what-is-fraud-prevention/
18	Consumer Protection in E-Commerce	Book 2, Ch.3

18	Analyzing legal frameworks and regulations governing online transactions	https://www.lexology.com/library/detail.aspx?g=6c3e377f-e607-4fa2-869b-54f9731ecdb6
Unit-V Launching and Managing an Online Business		
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	https://www.geeksforgeeks.org/order-fulfillment-meaning-importance-process-and-types/ https://katanamrp.com/blog/inventory-management-for-e-commerce/
22	Analytics and Performance Measurement- Analyzing website traffic,	https://www.thoughtspot.com/data-trends/analytics/ecommerce-analytics https://www.leadfeeder.com/blog/web-traffic-analytics/
23	Customer behavior, and key performance indicators (KPIs).	https://www.giosg.com/blog/kpis-ecommerce https://www.shopify.com/blog/7365564-32-key-performance-indicators-kpis-for-ecommerce

ADDITIONAL WEB RESOURCES

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

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