

Programme: <b>B.Com.</b>		Year: <b>First</b>	Semester: <b>Second</b>
Subject: <b>Commerce</b>			
Course Code: <b>C010204T</b>		Course Title: <b>Essentials of E-commerce</b>	
Course outcomes: This course is to familiarize the student with the basic of e-commerce and to comprehend its potential.			
Credits: <b>6</b>		Core Compulsory / Elective: <b>Elective</b>	
Max. Marks: 25+75		Min. Passing Marks:10+25	
Total No. of Lectures: <b>90</b>			
Unit	Topics		No. of Lectures
<b>I</b>	<b>Internet and Commerce:</b> Business Operations in Commerce Practices Vs Traditional Business Practices; Benefits of E-Commerce to Organization, Consumers, And Society; Limitation of E-Commerce.		20
<b>II</b>	<b>Application in B2C:</b> Consumers Shopping Procedure on The Internet; Products in B2C Model; E-Brokers; Broker- Based Service Online; Online Travel Tourism Services; Benefits and Impact of E-Commerce on Travel Industry, Online Stock Trading and Its Benefits; Online Banking and Its Benefit; Online Financial Services and its Future.		25
<b>III</b>	<b>Application in B2B:</b> Applications of B2B; Key Technologies for B2B, Characteristics of The Supplier Oriented Marketplace, Buyer Oriented Marketplace and Intermediate Oriented Marketplace; Just in Time Delivery in B2B.		30
<b>IV</b>	<b>Applications in Governance:</b> EDI In Governance; E Government; E Governance Applications Of The Internet, Concept Of Government-To-Business, Business-To-Government And Citizen-To-Government; E-Governance Models; Private Sector Interface In E Governance.		15
<b>Suggested Readings:</b>			
<ol style="list-style-type: none"> <li>1. Pt Joseph Of E-Commerce Are Indian Perspective Php Learning Private Limited</li> <li>2. Nidhi Dhawan Introduction To E-Commerce International Book House Private Limited</li> <li>3. Agarwal Kamlesh And And Agarwal Diksha Bridge To The Online To A Front New Delhi India Macmillan India (Hindi and English)</li> <li>4. Manali- Danielle Internet And Internet Engineering Tata Mcgraw-Hill New Delhi</li> <li>5. Pandey- Concept Of E-Commerce, S.K. Kataria And Sons(Hindi and English)</li> </ol> <p>Note- <b>Latest edition of the text books should be used.</b></p>			
This course can be opted as an elective by the students of following subjects: <b>Open for all</b>			
Suggested Continuous Evaluation Methods: Continuous Internal Evaluation shall be based on allotted Assignment and Class Tests. The marks shall be as follows:			
Assessment and Presentation of Assignment		(04 marks)	
Class Test-I (Objective Questions)		(04 marks)	
Class Test-II (Descriptive Questions)		(04 marks)	
Class Test-III (Objective Questions)		(04 marks)	
Class Test-IV (Descriptive Questions)		(04 marks)	
Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities)		(05 marks)	