

# Syllabus

## Panjab University

### BCM 203 : E-Commerce

#### **Objectives:**

*The objective of this paper is to provide fundamental knowledge to the students about E-Commerce so that they can better perform in any area of operation and can excel in the field of commerce with IT specialization.*

#### **Unit – I**

Electronic Commerce Framework, History, Basics and Tools of e-Commerce, Comparison of Web, based with land, based business; Growth of e-Commerce- Present and potential.

**E-Business:** Meaning, Importance, Models based on the relationships of transacting parties (B2B, B2C, C2C and C2B)

#### **Unit – II**

**Changing Structure of Organisation :** The impact of e-Commerce on various business sectors such as Entertainment, Education, Health Services, Publishing and Financial Services. Socio, economic impacts of e-Commerce.

**Electronic Payment System:** Types of payment system – e-Cash and currency servers, e-Cheques, Credit Card, Smart Cards, Electronic Purses and Debit Cards, Electronic data Interchange, Digital Signatures, Cryptography, Interoperability and Intercompatibility.