

SYLLABUS

E-Commerce

BCA-16-601

L T P Cr

6 - - 3

Time Duration: 3 Hrs.

External Marks: 65

Internal Marks: 10

Number of Lectures : 60

Objective: The objective of this course is to the process of electronic commerce and familiarizes students with the technology involved in it.

Note :

- i. The Question Paper will consist of Four Sections.
- ii. Examiner will set total of NINE questions comprising TWO questions from each Section and ONE compulsory question of short answer type covering whole syllabi.
- iii. The students are required to attempt ONE question from each Section and the Compulsory question.
- iv. All questions carry equal marks unless specified.

UNIT - I

An Overview of E-Commerce: Definitions: E-commerce, E-business, difference between E-commerce and E-business, Problems with Traditional business systems, Aims of E-commerce, Types of E-commerce: B2B, B2C, C2C, B2G, G2H, G2C, Operational & Strategic benefits of E-commerce, Issues & Challenges in E-commerce.

Electronic Data Interchange (EDI): Definition; Traditional versus EDI enabled system for document exchange; Components of EDI: EDI Standards, EDI Software, Communication Networks; EDI Message Structure; EDI Notification Structure; EDI in India; EDI enabled procurement process; Benefits of EDI: Direct Benefits, Strategic Benefits; EDI Implementation issues; Legal Aspects

UNIT - II

Web based E-Commerce: Definition; Need for web based business, Steps in setting up business on Internet: Selection & registration of domain name, Website development : Planning a website, Steps for creating a website, Elements of a webpage, web authoring tools, Hosting a website: Website hosting considerations.

Online Promotion tools & techniques: Getting links to your site, banner advertisements & measuring advertisement effectiveness; Web Traffic Analysis: Hits, View pages, Visits and Other web-reporting tools, various measures, What is Search Engine optimization

UNIT - III

Electronic Payment Systems: E-cash: Purchasing & using of e-cash; Electronic Purses their loading with cash and use; E-cheque payment system; Online Third Party Verified Payment System through Credit & Debit Cards; ATM based cash disbursement system; Electronic Bill Payment System; Inter bank clearing system.

UNIT - IV

Mobile Commerce: Definition, Benefits of Mobile Commerce, Issues in Mobile Commerce, Mobile Commerce Framework Applications of E-Commerce & Case Studies: Applications of e-commerce, Case studies in Retailing, Banking and e-governance; Cyber Crimes: Types, Cyber Forensics, Cyber crimes and IT Act - 2000.