.JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM

VI SEMESTER   **OFFICE MANAGEMENT – ELECTIVE II**   5 Hrs/Week

OFF 6402 (3)   ***e* COMMERCE**   Max.Marks:100

w.e.f 2017-18(AC batch)   **SYLLABUS**

Learning Objectives: The students will be able to

- Be familiar with the e commerce concepts and identify them

- Understand how to use it in different procedures in the firm and for personal use

- Evaluate its relevance in particular situations for greater credibility

Learning Outcomes: Upon completion of the course student should be able to

- use e commerce and business terminology,

- explain the objective of e payments and related key assumptions and principles.

- explore and acquire skills in respect of most sophisticated procedures and practices

- help themselves serve better the vast digital needs needs of every commercial organization.

MODULE-I: e-Commerce: Features of Electronic Commerce - Distinction between e-Commerce and e-Business - Types of Business Models: B2B, B2C, C2C - Benefits and Limitations of e-Commerce - Apps.

MODULE-II: **e-Business Applications:** Integration and e-Business suits - ERP, e-SCM, e-CRM - Methods and benefits of e-Payment Systems –e-Marketing – Applications and issues

MODULE-III: **e-Business on different Fields**: e-Tourism – e-Recruitment – e- Real Estate – e-Stock Market – e-Music/Movies - e-Publishing and e-Books.

MODULE-IV: **Mobile Payments & e Cash :** Wireless payments, Digital Wallets, Google Wallet - PAYTM – Security Challenges - NEFT/RTGS/Electronic Payment modes - Foundations of e-Cash and Issues; Security, Anonymity, Untraceability, Virtual currencies

MODULE-V: Mobile Commerce: Ticketing - Me-Seva; Government and Consumer Services – e-Retailing - e-Groceries – Security challenges - Case Studies

Recommended References:

1. Turban E. Lee J., King D. and Chung H.M: Electronic commerce-a Manageria
   Perspective,   Prentice-Hall International, Inc.
 2. Bhatia V., E-commerce, Khanna Book Pub. Co. (P) Ltd., Delhi.
3. Krishnamurthy, E-Commerce Management, Vikas Publishing House.
4. David Whiteley, E-Commerce: Strategy, Technologies and Applications, Tata McGraw Hill.
5. P. T. Joseph, E-Commerce: A Managerial Perspectives, Tata McGraw Hill.
6. M. H. Sherif, Protocols for Secure Electronic Commerce, Boca Raton, Fla, CRC Press.