ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

II SEMESTER **B.B.A** Time: 5HRS/WEEK

BBA 2302(4) **E- COMMERCE** MARKS: 100

w.e.f. 2020-2021 (‘20AH’ Batch) **SYLLABUS**

**OBJECTIVES:**

* To enable the students to acquire the awareness on various aspects of E-Commerce.
* To equip the students with the knowledge of online Transactions.
* To help students get the awareness on security issues on online transactions.
* To enhance the ability of creating their own webpage for marketing or any other purpose
* To create an acceptance on the importance of Customers.

**COURSE OUTCOMES:**

CO1. Students will be able to accesses online transactions with more maturity.

CO2. Students will be in a position to handle online frauds with a more efficient manner.

CO3. Students will grasp the concept of being a worthy customer and their role in the market.

CO4. Students will be more innovative in creating the web pages.

CO5. Students will be able to draw out the necessary information for handling security issues.

**UNIT-I :** Electronic Commerce: Definition, Types, advantages and disadvantages, E Commerce transaction on World Wide Web. Electronic market-Online shopping, Three models of Electronic Market - e-Business. (Case study)

**UNIT-II :** Supply Chain Management: Definition, Benefits, goals, functions, characteristics, Strategies of SCM, Electronic logistics and its implementation in business houses Electronic Data Interchange (EDI):Benefits of EDI, applications, limitations, EDI Model. (Case study)

**UNIT-III :** Electronic Payment Systems: Types of EPS- Traditional and Modern payment systems, electronic cash, steps for electronic payment, payment security -e-Security- cryptography, hacker, secure electronic transaction, secure-socket layer. (Case study)

**UNIT-IV:** Customer Relationship Management: Components of CRM, CRM Architecture, architectural components of a CRM solution, Electronic CRM, Need for Electronic CRM, E-CRM applications. (Case study)

**UNIT-V:** HTML- Navigating the World Wide Web, Preparing to Publish on the Web, HTML and XHTML, Learning the basics of HTML, structure of HTML, creating simple web pages, formatting text with HTML, adding images, color and background, table creation, designing forms. (Case study)

**REFERENCES:**

1. PT Joseph SJ, E-Commerce: An Indian Perspective, Prentice Hall of India, 2015.
2. Effraim Turban, Joe Lee, David Kind-H Michael Chung, E-Commerce, A Management Perspective Pearson Education Asia, 2002.
3. Pandey US & Shukla Er.S., E-Commerce & M-Commerce Technology, S.Chand & Company New Delhi, 1996.
4. Gary P. Schneider, E-Commerce Strategy Technology & Implementation, Cengage Learning, New Delhi-2009.
5. Trepper, E-Commerce Strategies, Prentice Hall of India, New Delhi. 2006
6. Jonathan Reynolds, E-Business A Management Perspective, Oxford University Press, 2009.

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