

## **Paper GE 4: E-COMMERCE**

**Duration: 3 hrs. Marks: 100 Lectures: 65**

**Objectives: To enable the student to become familiar with the mechanism for conducting business transactions through electronic means**

### **Contents**

#### **Unit 1: Introduction: (13 Lectures)**

Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models (introduction, key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce. *Technology used in E-commerce:* The dynamics of world wide web and internet (meaning, evolution and features); Designing, building and launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

#### **Unit 2: Security and Encryption: (13 Lectures)**

Need and concepts, the e-commerce security environment: (dimension, definition and scope of security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients),

#### **Unit 3: IT Act 2000 and Cyber Crime (13 Lectures)**

IT Act 2000: Definitions, Digital signature, Electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties and adjudication, Appellate Tribunal, Offences and Cyber-crimes

#### **Unit 4: E-payment System: (13 Lectures)**

Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.

#### **Unit 5: On-line Business Transactions: (13 Lectures)**

Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment} Online shopping (amazon, snapdeal, alibaba, flipkart, etc.)

### **Suggested Readings**

9. Kenneth C. Laudon and Carlo Guercio Traver, *E-Commerce*, Pearson Education.
10. David Whiteley, *E-commerce: Strategy, Technology and Applications*, McGraw Hill Education
11. Bharat Bhaskar, *Electronic Commerce: Framework, Technology and Application, 4th Ed.*, McGraw Hill Education
12. PT Joseph, *E-Commerce: An Indian Perspective*, PHI Learning
13. KK Bajaj and Debjani Nag, *E-commerce*, McGraw Hill Education