

Major Mandatory+2
Title of the Course: E-Commerce

Semester: I	Credits: 2	Subject Code:CMAJCEC123529	Lectures: 30
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Course Outcomes:

At the end of the course, the learner will be able to:

- CO1- Understand the concepts and business models of E-Commerce
- CO2- Identify and explain the concept of Online Retailing and Online Marketing processes and technologies

Unit 1: Introduction to E Commerce	15
<ul style="list-style-type: none"> ● E Commerce: Evolution, factors responsible for growth of E Commerce in India, Challenges of E Commerce in India. ● E Commerce business models: Meaning and types ● E Commerce Infrastructure: EDI, intranet, Extranet, backend System integration ● E Commerce Website: Website building considerations, Ethical Dimensions, Technology solution, Business procedures, Payment systems ● Assignment: Case Studies 	

Unit 2: E-Commerce Marketing	15
<ul style="list-style-type: none"> ● Online Retailing: Concept ● Online Services: Online Banking and Financial Services, Online Travel Services, Online Career Services ● Online Marketing processes and technologies: Online Auctions, Digital Marketing, Use of Artificial Intelligence and Chatbots. ● Online Consumer Behaviour: Factors influencing online consumer behaviour, Decision making process ● Assignment: Case Studies 	

Reference Books:

- Kenneth C. Laudon, *E-Commerce : Business, Technology, Society*, Pearson, Bangalore; 2023
- ShrutiMathur, *E-Commerce*, Pinnacle Learning; New Delhi; 2020.
- S.J.P.T. Joseph, *E-Commerce*, PHI Learning Pvt Ltd, New Delhi; 2019.



Board of Studies	Department	Name	Signature
Chairperson (HoD)	Business Studies	Dr. Rama Venkat	<i>Rama Venkat</i>



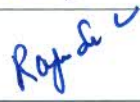






- C.S.V. Murthy, *E-Commerce Concepts - Models - Strategies*, Himalaya Publishing House, Mumbai; 2017
- David Whiteley, *E-Commerce - Strategy Technology and Applications*, McGraw Hill Education, Noida; 2017
- Bharat Bhasker, *Electronic Commerce - Framework Technologies and Applications*, McGraw Hill Education, Noida; 2017

Journal Articles:

- GhadaTaher, (2021), "*E-Commerce Advantages and Limitations*", Human Resource Management Academic Research Society, Vol 11

Websites:

- [https://mrcet.com/SEM%20E-COMMERCE%20\(R15A0571\)%20NOTES.pdf](https://mrcet.com/SEM%20E-COMMERCE%20(R15A0571)%20NOTES.pdf)

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