

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

<b>Semester: I</b>	<b>Credits: 2</b>	<b>Subject Code:CMAJCEC123529</b>	<b>Lectures: 30</b>
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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

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

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

**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	





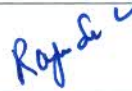






- C.S.V. Murthy, *E-Commerce Concepts - Models - Strategies*, Himalaya Publishing House, Mumbai; 2017
- David Whiteley, *E-Commerce - Strategy Technology and Applications*, McGraw Hill Education, Noida; 2017
- Bharat Bhasker, *Electronic Commerce - Framework Technologies and Applications*, McGraw Hill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