DCA-2-01T: E-Commerce

Total Marks: 100
External Marks: 70
Internal Marks: 30
Credits: 6
Pass Percentage: 40%

Course: E-Commerce	
Course Code: DCA-2-01T	
Course Outcomes (COs)	
After the completion of this course, the students will be able to:	
CO1	Gain a solid understanding of the basic concepts, models, and frameworks of e-commerce, including its history, development, and current trends.
CO2	Learn about the various technologies that support e-commerce, such as online payment systems, security protocols, and e-commerce platforms
CO3	Analyze different e-commerce business models
CO4	Understand E-payment system and on-line business transactions
CO5	Understand the importance of security in e-commerce transactions

Detailed Contents:

Module	Module Name	Module Contents
Module 1	**Introduction to E-Commerce**	Meaning and concept, Types of E-Commerce, Importance in the context of today's business, technical components, functions, advantages of E-commerce as compared with traditional system of commerce, disadvantages and scope of E-Commerce, difference between E-commerce and E-business, Internet and its relation to E-commerce. State of E-commerce in India, Problems and opportunities of E-commerce in India.
Module II	**Framework of E-Commerce:**	B2B, B2C, C2C, and C2B. Supply Chain Management, product and service digitization; Planning Online-Business: Web sites as market place, E-commerce, pure online vs. brick and click business.
Module III	**Operations of E Commerce: Electronic Payment Systems:**	Special features required in payment systems for E-commerce, Types of E-payment system; cash and currency servers, E-cheques, credit cards, smart cards, electronic purses and debit cards, Digital Cash, Electronic Cheque, Smart Card, Credit/Debit Card E-Money, Bit Coins and Crypto currency, Electronic Fund Transfer (EFT), Unified Payment Interface (UPI), Immediate Payment System (IMPS), Digital Signature and Certification Authority. Risk management options for E-payment systems.
Module IV	**Electronic Data**	Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI

	Interchange (EDI)	Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net – Electronic Cash, cheques and credit cards on the Internet.
Module V	**Legal and Regulatory Environment**	Introduction to Cyber Laws-World Scenario, Cyber-crime & Laws in India and their limitations, Hacking, Web Vandals, E-mail Abuse, Software Piracy and Patents. Taxation Issues, Protection of Cyber Consumers in India and CPA 1986, Importance of Electronic Records as Evidence.
Module VI	**Security Issues in E-Commerce**	Risk management approach to Ecommerce Security - Types and sources of threats, Protecting electronic commerce assets and intellectual property. Security Tools, Client server network security, Electronic signature, Encryption and concepts of public and private key infrastructure

Books

1. Ravi Kalakota, Andrew Winston, "Frontiers of Electronic Commerce", Pearson Education.
2. Jeffery F. Rayport, Bernard J.Jaworski , "E-commerce", TMCH, 2002.
3. E.Frami Turban, JAE Lee, David King, K.Michale Chung, "Electronic Commerce", Pearso Education,2000.
4. Elias. M. Awad, "Electronic Commerce", Prentice-Hall of India Pvt Ltd.
5. RaviKalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley.
6. Efraim Turban, Jae Lee, David King, H.Michael Chung, "Electronic Commerce–A ManagerialPerspective", Addison-Wesley.
7. Elias M Award, "Electronic Commerce from Vision to Fulfilment", 3rd Ed., PHI.
8. Judy Strauss, Adel El-Ansary, Raymond Frost, "E-Marketing", 3rd Ed., Pearson Education.