GOVERNMENT COLLEGE BARAN (RAJASTHAN)

VALUE ADDED COURSE

COURSE CODE-GCB/VAC/ECM   CONTACT HOURS- 30

E-COMMERCE

COURSE OBJECTIVES: This course introduces students about information systems meant business and management. It will familiarize students with technical foundation of organizations and management systems.

EVALUATION- Class room presentation, Group Discussions, Assignments/Viva.

CREDIT- 0   DISCIPLINE- Open to all

COURSE CONTENTS
MODULE-I

Introduction to E-Commerce: Concept of E-Commerce, advantages and growth of E-Commerce, Limitations, Difference between E-Commerce and E-Business, E-Commerce infrastructure, Business strategy and E-Commerce.

MODULE-II

Internet concepts and Technologies, Basic concept of internet, Evolution of Internet, Type of Internet Connections, E-Mail services, Web Browsers, Search Engines, Worldwide Web, Common Gateway Interface (CGI) applications, Internetworking of CGI.

MODULE-III

Introduction of E-Business: Concept of E-Business, E-Business frame work, E-Business application, E-payment systems: Types of E-Payment systems, Benefits of using E-Payment, Digital taken based E-payment, Smart Card, Credit Card payment systems, Risk on E-Payment, Consumer, and business markets, ordering on line, Advertisement, and marketing in Internet, offering Customer product on the net.

MODULE-IV

Business to Consumer E-Commerce: Concept and classification of B 2 C E-Commerce, Advantages and challenges of B 2 C, Activities / steps involved in conducting B 2 C online product catalog, ordering system / shopping chart, online dispute resolution in Business to Consumer. E-Commerce Transactions.
Business to Business Commerce: Concept, Benefits, difference between B 2 C and B 2 B E-Commerce, Collaborative B 2 B E-Commerce. Electronic Data Interchange: Brief History of EDI, Components of EDI, EDI application in business, Supporting services for EDI, Internet based EDI.

MODULE-V

Security Issues in E-Commerce: Security risks of E-Commerce, Types of Threats associated with information Technology, Sources of Security threats, Security tool and Risk Management approach, E-Commerce, and security policy for E-Commerce.