

(Annexure H-6)

FACULTY OF COMPUTER SCIENCE & IT

SYLLABUS

of

E-COMMERCE

for

MASTER OF COMMERCE SEMESTER – IV

(Under Credit Based Continuous Evaluation Grading System)

Session: 2024-25



The Heritage Institution

**KANYA MAHA VIDYALAYA
JALANDHAR
(Autonomous)**

Kanya Maha Vidyalaya, Jalandhar (Autonomous)

SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE YEAR DEGREE PROGRAMME

MASTER OF COMMERCE SEMESTER- IV

Credit Based Continuous Evaluation Grading System (CBCEGS)

SESSION:2024-25

Master of Commerce Semester IV										
Course Code	Course Title	Course Type	Hours per week	Credit		Marks			Examination Time (in Hours)	
			L-T-P	L-T-P	Total	Total	Ext.			CA
							L	P		
MCML - 4122	E - Commerce	C	4-0-0	4-0-0	4	100	80	-	20	3

MASTER OF COMMERCE SEMESTER- IV

(Session 2024-25)

COURSE CODE: MCML - 4122

E-COMMERCE

Course Outcomes:

After passing course the student will be able to:

CO1: Comprehend the basic terms of E-Commerce, aims, benefits and E-Commerce models.

CO2: Acquaint about the working and components of EDI.

CO3: Identify Electronic Payment systems, various issues involved in relation to secure electronic transactions and various E-Payment options.

CO4: Comprehend BPR and Case Studies of E-Business related applications.

MASTER OF COMMERCE SEMESTER- IV

(Session 2024-25)

COURSE CODE: MCML - 4122

E-COMMERCE

L-T-P: 4-0-0

Credits: 4

Examination Time: 3 Hrs.

Max. Marks: 100

Theory: 80

CA: 20

Instructions for Paper Setter -

Eight questions of equal marks (16 marks each) are to be set, two in each of the four sections (A-D). Questions of Sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be divided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each section. The fifth question may be attempted from any section

UNIT-I

Introduction to E – Commerce: Meaning and Concept, Features, Benefits, E-Commerce v/s. Traditional Commerce. E-Commerce Framework, VAN and EDI as Promoters. E-Commerce Models.

Steps involved in opening your own online business, Role of Website and the technologies needed to build a website.

UNIT-II

Electronic Data Interchange: EDI Vs Traditional Systems, components and working of EDI system, EDI implementation issues, Factors for successful EDI Implementation, EDI service providers in India.

UNIT-III

Concerns for E – Commerce: Legal and regulatory issues, Laws for E – Commerce, E-Commerce in India, Sections of IT Act for E-Commerce transactions.

Electronic Payment Systems: Various Methods of Electronic Payments – Google pay, Paytm, Debit and Credit Cards, UPI. E-Commerce security Issues and Measures.

UNIT-IV

Re – Engineering for Change: Business process re – engineering (BPR), Methodology and Planning Methods for change.

Case Studies: To demonstrate usefulness of E – Commerce in various business areas like Banks, Reservations, E–Governance and E-Retailing.

References/Textbooks:

1. Laudon, Kenneth C and Guercio: E-Commerce, Pearson Education India (2016), 10th edition.
2. David Whiteley, E - Commerce: Strategy, Technologies and Applications, McGraw Hill Education (2017).
3. Kamlesh Bajaj, Debjani Nag, E-Commerce: The Cutting Edge of Business, McGraw Hill Education (2017), 2nd edition.
4. Nidhi Dhawan, A Handbook of E-commerce, Sun India Publications (2017).
5. Janice Reynolds, The Complete E-Commerce Book: Design, Build & Maintain a Successful Web-based Business, CRC Press (2004), 2nd edition.
6. Syamales Maiti, Sweety Sadhukhan, E-commerce and business communication, McGraw-Hill (2019), 1st edition.