

(Annexure I-1)

# **FACULTY OF COMPUTER SCIENCE & IT**

**SYLLABUS**

**of**

**E-COMMERCE**

**for**

**MASTER OF COMMERCE SEMESTER – IV**

**(Under Credit Based Continuous Evaluation Grading System)**

**Session: 2023-24**



**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:2023-24

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 2023-24)**

**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 2023-24)

**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), 10<sup>th</sup> 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), 2<sup>nd</sup> 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), 2<sup>nd</sup> edition.
6. Syamales Maiti, Sweety Sadhukhan, E-commerce and business communication, McGraw-Hill (2019), 1<sup>st</sup> edition.