

**FACULTY OF COMPUTER SCIENCE & IT**

**SYLLABUS**

**of**

**E-COMMERCE**

**for**

**Master of Commerce**

**(Semester – IV)**

**(Under Continuous Evaluation System)**

**Session: 2019-20**



**The Heritage Institution**

**KANYA MAHA VIDYALAYA  
JALANDHAR  
(Autonomous)**

## SCHEME OF STUDIES AND EXAMINATION

### MASTER OF COMMERCE (SEMESTER- IV)

SESSION: 2019-20

SEMESTER IV							
Course Name	Program Name	Course Code	Course Type	Marks			Examination time (in Hours)
				Total	Ext P	CA	
E - Commerce	M.Com Semester-IV	MCML - 4122	C	100	80	20	3

*Master of Commerce (Semester-IV)*  
**(Session 2019-20)**  
**COURSE CODE: MCML - 4122**  
**E-COMMERCE**

**Course Outcomes:**

After passing course the student will be able to:

CO1: Gain knowledge on basic terms of E-Commerce, its evolution, aims and benefits.

CO2: Learn about the steps to be followed for opening a new E-Commerce business.

CO3: Get knowledge on various issues involved in relation to secure electronic transactions and Laws for E-Commerce.

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

*Master of Commerce (Semester-IV)*  
**(Session 2019-20)**  
**Course Code: MCML - 4122**  
**E-COMMERCE**

**Max. Marks: 100**  
**Theory: 80**  
**CA: 20**  
Pass % = 40%

Time: 3 Hrs

**Instructions for the Paper Setter**

Eight questions of equal marks 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 subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one from each section. The fifth question may be attempted from any Section.

**UNIT-I**

Introduction to E Commerce and Definition, E-Commerce based activities, Goals of E-Commerce, Functions, Advantages and disadvantages of E-Commerce, Scope of E-Commerce, Framework of E-Commerce, Electronic Commerce and Electronic Business. Steps to open online business store.

**UNIT-II**

Electronic Business models: B2B, B2C, C2C, Websites as market place. Pure online vs. brick and click business.

Electronic Payment systems; Payment Gateways; Different methods of E- payments: Instant paid system, Pre paid system, Post paid system.

**UNIT-III**

Security and Legal Aspects of E-Commerce: Threats in E-Commerce, Security of Clients and Service-Provider; Cyber Laws – Relevant provisions of Information Technology Act 2000, offences. Secure electronic records and digital signatures.

**UNIT-IV**

Business process Re-engineering, Methodology, Planning methods for change. Case studies of E-Banking, E-Governance, Supply chain management, e-Retailing.

**References:**

1. Agarwala, Kamlesh N., Amit Lal and Deeksha Agarwala, *Business on the Net: An Introduction to the Whats and Hows of E -Commerce*, Macmillan India Ltd.
2. Bajaj, Deobyani Nag, *E-Commerce*, Tata McGraw Hill Company, New Delhi.
3. Turban, E., et. al., *Electronic commerce: A Managerial Perspective*, Pearson Education Asia.

4. *Diwan, Prag and Sunil Sharma, Electronic Commerce -A Manager's Guide to E-Business, Vanity Books International, Delhi.*
5. *Dietel, Harvey M., Dietel, Paul J., and Kate Steinbuhler, E-business and E-commerce for managers, Pearson Education.*
6. *Greenstein, M. and T.M. Feinman, Electronic Commerce: Security, Risk Management and Control, Tata McGraw hill.*
7. *Kosiur, David, Understanding Electronic Commerce, Prentice Hall of India Private Ltd., New Delhi.*
8. *Whiteley, David, E-commerce, McGraw Hill, New York.*