

**Generic Elective (GE)
Semester-VII**

Commerce-E-Commerce

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
E-Commerce : GE-7.3	4	3	1	0	Pass in Class XII	NIL

E-Commerce

BC: GE- 7.3

Learning Objectives:

The course aims to enhance skills for effective and contemporary applications of E-Commerce.

Learning Outcomes: After completion of the course, learners will be able to:

1. Describe the challenging needs of the society in the field of E-Commerce.
2. Identify various applications in the context of online transactions.
3. Explain the steps in designing a website.
4. Describe various e-payment systems.
5. Analyse security and operational issues in E-Commerce.

Course contents:

Unit 1: Introduction to E-Commerce

Concepts and significance of E-Commerce; E-Commerce business models; design and launch of E-Commerce website; functions of Ecommerce; types of E-Commerce.

E-Commerce Applications: Internet Banking, Insurance, payment of utility bills and Online Shopping.

Unit 2: Website Designing and Publishing

Pre-requisites: URLs and Internet-Protocols, Internet Service Protocols (ISP), World Wide Web (www); Domain Name System (DNS).

Introduction to HTML tags and attributes: Text formatting, fonts, hypertext links, tables, images, lists, forms, cascading style sheets.

Unit 3: E-Payment System

E-payment Methods- debit card, credit card, smart cards, E-Wallets; payment gateways; Electronic Fund Transfer; Emerging modes and systems of E-payment (M-Paisa, PayPal and other digital currency), UPI Apps, Aadhar-Enabled Payment Systems, BHIM App.

Unit 4: Security and Operational Aspects of E-Commerce

E-Commerce security: meaning and Issues; technology solutions- encryption, security channels of communication, protecting networks, servers and clients.

Operational Issues: complaints handling and building customer relationships.

Exercises:

The learners are required to:

- Design a web page in Notepad and HTML.
- Help others to learn the use of e-wallet, e-payment. Prepare a report on the skills used by them to help others learn.
- Design their own webpage, highlighting their strengths, weaknesses, and prepare their CV. Use the link in their CV while applying for the job.
- Use the internet banking facility to buy a product from any online website.
- Open internet banking account and operate it.
- Create their own youtube channel and post one video on awareness of cyber security and crime.

Suggested Readings:

- Arora, S. (2017). E-Commerce. 1st Edition. New Delhi: Taxmann.
- Awad, E. M. (2002). Electronic Commerce: From Vision to Fulfillment. New Delhi: Pearson, UBS Publisher & Distributors.
- Chhabra, T.N., Jain, H. C., and Jain, A. (2006). An Introduction to HTML. New Delhi: Dhanpat Rai & Co.
- Gupta, P. (2020). E-Commerce In India: Economic And Legal Perspectives. New Delhi: Sage Publications.
- Loudon, K. C. and Traver, C. G. (2021). E-commerce: Business, Technology and Society. Noida, India: Pearson Education.
- Madan, S. (2013). E-Commerce. India: Scholar Tech Press.
- Mathur, S. (2020). E-Commerce. New Delhi: Pinnacle Learning.

Note: Suggested readings will be updated by the Department of Commerce and uploaded on Department's website.