Name of Institute: Indus Institute of Management Studies (IIMS)

Name of Faculty: Dr. Richa Verma

Course code: BC0305

Course name: E- Commerce

Pre-requisites: H.S.C

Credit points: 4 Credits

Offered Semester: III

Course Lecturer (weeks 01 – 15)

Full name: Dr. Richa Verma

Department with siting location: Management

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Consultation times: 4.00 PM to 5.00 PM

Students will be contacted throughout the Session via Mail with important information relating to this Course.

Course Objectives

To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.

Course Outcomes (CO)

On successful completion of this course students will be able to:

CO1: Understanding of various aspects related to E-commerce.
CO2: Analyze the impact of E-commerce on business models and strategy.
CO3: Describe the major types of E-commerce.
CO4: Explain the process that should be followed in building an E-commerce presence.
CO5: Identify the key security threats in the E-commerce environment.
CO6: Describe how procurement and supply chains relate to B2B E-commerce.

Course Outline

UNIT I
Introduction: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, M-Commerce, types of E-Commerce, e-commerce business models (introduction , key elements of a business model and categorizing major E-commerce business models), forces behind e-commerce.

Technology used in E-commerce: The dynamics of world wide web and internet(meaning, evolution and features) ; Designing, building and launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)

UNIT II
E-payment System: Models and methods of e–payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.

UNIT III
On-line Business Transactions: Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment} Online shopping (amazon, snapdeal, alibaba, flipkart, etc.)

UNIT IV
Security and Encryption: Need and concepts, the e-commerce security environment: (dimension, definition and scope of e- security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients), concepts of Blog-chain, Fintex and artificial intelligence.

Method of delivery

Lectures, PPT, case studies, experiential exercises, Active Learning Techniques.

Study time

4 hours per week

CO-PO Mapping (PO: Program Outcomes)

PO1: Enhance Conceptual clarity & domain knowledge.

PO2: Create Awareness of Business Environment.

PO3: Develop Effective communication skills.
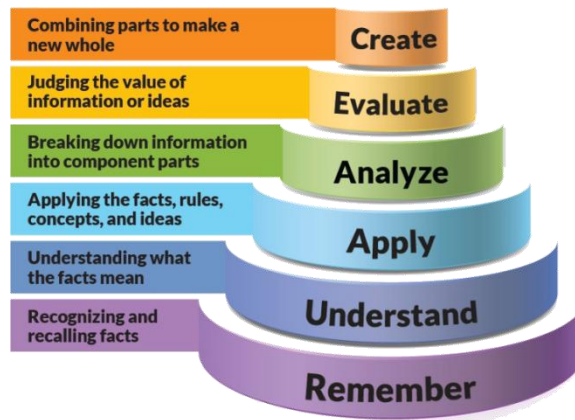
PO4: Build Analytical skills in Business.

PO5: Comprehend Ethical and Social Responsibility.

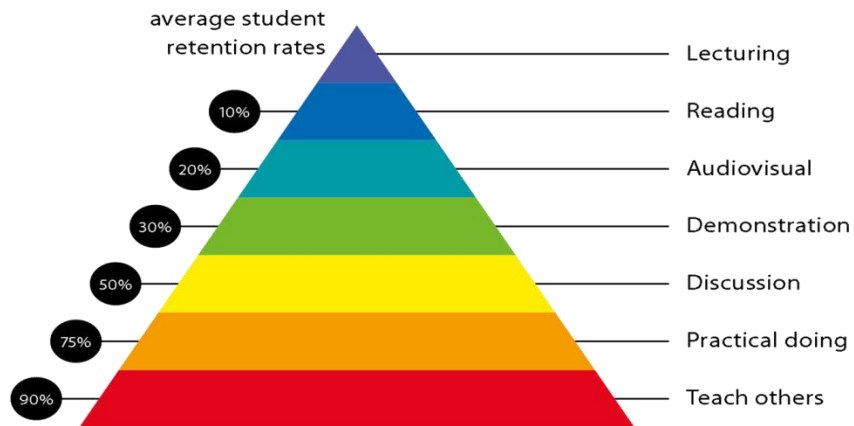PO6:Build professional competence as per industry requirements.

	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	3	2	2	1
CO 2	3	1	3	2	2	1
CO 3	3	1	3	2	2	1
CO 4	3	1	3	2	2	1
CO 5	3	1	3	3	3	1
CO 6	3	1	3	3	3	1

Blooms Taxonomy and Knowledge retention (For reference)

(Blooms taxonomy has been given for reference)

Figure 1: Blooms Taxonomy

Figure 2: Knowledge retention

Graduate Qualities and Capabilities covered

(Qualities graduates harness crediting this Course)

General Graduate Qualities	Specific Department of _____Graduate Capabilities
Informed Have a sound knowledge of an area of study or profession and understand its current issues, locally	**1 Professional knowledge, grounding & awareness**

and internationally. Know how to apply this knowledge. Understand how an area of study has developed and how it relates to other areas.	
Independent learners Engage with new ideas and ways of thinking and critically analyze issues. Seek to extend knowledge through ongoing research, enquiry and reflection. Find and evaluate information, using a variety of sources and technologies. Acknowledge the work and ideas of others.	**2 Information literacy, gathering & processing**
Problem solvers Take on challenges and opportunities. Apply creative, logical and critical thinking skills to respond effectively. Make and implement decisions. Be flexible, thorough, innovative and aim for high standards.	**3 Problem solving skills**
Effective communicators Articulate ideas and convey them effectively using a range of media. Work collaboratively and engage with people in different settings. Recognize how culture can shape communication.	**4 Written communication**
	5 Oral communication
	6 Teamwork
Responsible Understand how decisions can affect others and make ethically informed choices. Appreciate and respect diversity. Act with integrity as part of local, national, global and professional communities.	**7 Sustainability, societal & environmental impact**

Practical work:

1. ASSIGNMENT -1 Unit 1&2
2. ASSIGNMENT -2 Unit 3&4

Lecture times

02:05PM -03:05PM – Monday & Wednesday

02:05PM -04:10PM - Friday

Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

Details of referencing system to be used in written work

Text books

1. Bharat Bhaskar, Electronic Commerce: Framework, Technology and Application, 4th Ed., McGraw Hill Education
2. PT Joseph, E-Commerce: An Indian Perspective, PHI Learning

Reference Books:

1. Kenneth C. Laudon and Carlo Guercio Traver, E-Commerce, Pearson Education.

2. David Whiteley, E-commerce: Strategy, Technology and Applications, McGraw Hill Education.
3. KK Bajaj and Debjani Nag, E-commerce, McGraw Hill Education

4. TN Chhabra, E-Commerce, Dhanpat Rai & Co.

5. Sushila Madan, E-Commerce, Taxmann

6. TN Chhabra, Hem Chand Jain, and Aruna Jain, An Introduction to HTML, Dhanpat Rai & Co.

ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

Assignment	**10 Marks**
Class Test	**5 Marks**
Attendance	**5 Marks**
Mid semester	**40 Marks**
Final exam (*closed book*)	**40 Marks**

SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 40% marks to clear the concerned components.

Late Work

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of -5% of the maximum mark per calendar day

Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

University and Faculty Policies

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

Plagiarism - Plagiarism is not acceptable and may result in the imposition of severe penalties.   Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

Do not copy the work of other students.

Do not share your work with other students (except where required for a group activity or assessment)

Course schedule(subject to change)

(Mention quiz, assignment submission, breaks etc as well in the table under the Teaching Learning Activity Column)

	Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
	Weeks 1	Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online.	CO1	Lecture
	Weeks 2	M-Commerce, types of E-Commerce, e-commerce business models (introduction , key elements of a business	CO1	Lecture

		model and categorizing major E-commerce business models)		
	Week 3	Major E-governance business models), forces behind e-commerce. ins	CO2	Lecture
	Week 4	The dynamics of world wide web and internet(meaning, evolution and features) ; Designing, building and launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website)	CO2	Lecture
	Week 5	Models and methods of e–payments (Debit Card, Credit Card, Smart Cards, e-money)	CO3	Lecture
	Week 6	Digital signatures (procedure, working and legal position), Payment gateways, online banking (meaning, concepts, importance.	CO3	Lecture
	Week 7	Electronic fund transfer, Automated clearing house, automated ledger posting), risks involved in e-payments.	CO3	Lecture
	Week 8	Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills.	CO4	Lecture
	Week 9	online marketing, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career),	CO4	Lecture

	Week 10	Revision		Lecture
	Week 11	Mid Term		
	Week 12	Online learning, publishing and entertainment} Online shopping (amazon, snapdeal, alibaba, flipkart, etc.),auctions, online portal	CO4	Lecture
	Week 13	Need and concepts, the e-commerce security environment: (dimension, definition and scope of e-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.), technology solutions	CO5 & CO6	Lecture
	Week 14	(Encryption, security channels of communication, protecting networks and protecting servers and clients), concepts of Blogchain, Fintex and artificial intelligence.	CO5 & CO6	Lecture
	Week 15	Doubt solving & revision		