

# Government PG College, Ambala Cantt

Course File(Session 2023-24)

Name of Professor: Shalin Bhola

Class: M.com/4<sup>th</sup> Semester

Subject code and Name: MC-401 IT and E commerce

## SYLLABUS

**Maximum Marks: 100**

**External: 80**

**Minimum Pass Marks: 35**

**Internal: 20**

**Time: 3 hours**

**Note:** There will be eight (8) questions in all. The first question is compulsory and consists of six (6) short-questions having four (4) marks each. Answer to these questions should not exceed 150 words. The candidate will be required to attempt any four questions out of remaining seven (7) questions and each question carries fourteen (14) marks each. Duration of each paper will be three (3) hours.

Introduction to E-commerce: Meaning of electronic commerce, business applications of e-commerce, comparison with traditional commerce; Business models in E-commerce – e-shops, e-procurement, e-auctions, value chain integrators, information brokerage, telecommunication, collaboration platforms, etc.; Electronic payment system; E-Banking – concept, operations. Online fund transfer – RTGC, ATM, etc., Online share market operations. Online marketing, Web-based advertising – concept, advantages; Types of online advertisements; Search engine – as an advertising media, search engine optimisation – concept and techniques; Email marketing; Social Networking and marketing – promotion, opinion formulation, etc.; Viral Marketing, E-retailing-concept, advantages, limitations; CRM and Information Technology, Tools to conducting online research – secondary research, online focus groups, web based surveys, data mining from social networking sites; Cloud computing – Concept, uses in business; Enterprise Resource Planning; Security issues in e-commerce - Online frauds, Privacy issues; Cyber laws including Information Technology Act.

## REFERENCES

Bajaj, Kamlesh K and Debjani Nag: E-Commerce – The Cutting Edge of Business, Tata McGraw Hill (P) Ltd., New Delhi.

Greenstein, Electronic Commerce, Tata McGraw Hill, New Delhi

Leon, Alexis: Fundamental of Information Technology, Vikas Publication House (P) Ltd., New Delhi

Mansfield, Ron: The Compact Guide to Microsoft Office, BPB Publication, Delhi.

Norton, Peter: Introduction to Computer 4/E, Tata McGraw Hill (P) Ltd., New Delhi

Saxena, Sanjay: A First Course in Computer, Vikas Publication House (P) Ltd., New Delhi.

## **COURSE OBJECTIVES**

The course objectives outlined are as follows:

- An ability to identify and analyze user needs and take them into account in the selection, creation, evaluation and administration of computer-based systems.
- An ability to effectively integrate IT-based solutions into the user environment.
- An ability to use current techniques, skills, and tools necessary for computing practice.
- Demonstrate an understanding of the foundations and importance of E-commerce
- Demonstrate an understanding of retailing in E-commerce by analyzing branding and pricing strategies
- determining the effectiveness of market research, assessing the effects of disintermediation.
- Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational.
- Mechanism of business transactions through electronic media.
- Payment transactions in a secured network.
- Different modes of E-Commerce like Electronic data interchange.

## **COURSE OUTCOMES**

After the successful completion of the course, students will be able to:

- Be aware of the ethical, social, and security issues of information systems;
- Understand the framework and anatomy of ecommerce applications and analyze ecommerce consumer, organizational applications
- Infer mercantile process models from both merchant's and consumer's view point
- Understand the implementation of Electronic Data Interchange (EDI) in day to day life
- Study all the aspects of Intra-Organizational electronic commerce including supply chain management
- Analyze different consumer, information searching methods and resource discovery and information retrieval techniques

## Lesson Plan

Week No	Scheduled Dates	Topics to be covered
1	1-4 January	Introduction to E-commerce: Meaning of electronic commerce, business applications of e-commerce, comparison with traditional commerce
2	8-11 January	Business models in E-commerce
3	15-18 January	e-shops, e-procurement, e-auctions
4	22-25 January	value chain integrators, information brokerage, telecommunication, collaboration platforms
5	29 January-1 February	Electronic payment system; E-Banking – concept, operations., Oral Test
6	5-8 February	Online fund transfer – RTGC, ATM, etc., Online share market operations.
7	12-15 February	Online marketing, Web-based advertising – concept, advantages; Types of online advertisements
8	19-22 February	Search engine – as an advertising media, search engine optimisation – concept and techniques;
9	26-29 February	Email marketing; Social Networking and marketing – promotion, opinion formulation, etc, Oral test
10	4-7 March	Viral Marketing, E-retailing-concept, advantages, limitations;
11	11-14 March	CRM and Information Technology
12	18-21 March	Tools to conducting online research – secondary research, online focus groups, web based surveys ,Oral test
13	1-4 April	data mining from social networking sites, Cloud computing – Concept, uses in business, Enterprise Resource Planning,
14	8-11 April	Security issues in e-commerce - Online frauds, Privacy issues; Cyber laws including Information Technology Act.
15	15-18 April	Final Test, Assignments and REVISION of Contents
16	22-25 April	Previous Year Question Papers Discussion