

SYLLABUS

E-Commerce

BCA-16-601

LTP Cr

6 -- 3

Time Duration : 3 Hrs.

External Marks : 65

Internal Marks : 10

Objectives :

The objectives of this course is to the process of electronic commerce and familiarizes students with the technology involved in it.

Note :

- (i) The Question Paper will consist of Four Sections.
- (ii) Examiner will set total of **NINE** questions comprising **TWO** questions from each Section and **ONE** question from each Section and the Compulsory questions.
- (iii) The students are required to attempt **ONE** question from each Section and the Compulsory questions.
- (iv) All questions carry equal marks unless specified.

UNIT - I

An Overview of E-Commerce :

Definitions : E-commerce, E-business, difference between E-commerce and E-business, Problems with Traditional business systems, Aims of E-commerce, Types of E-commerce: B2B, B2C, C2C, B2G, G2H, G2C, Operational & Strategic benefits of E-commerce, Issues & Challenges in E-commerce.

Electronic Data Interchange (EDI) : Definition; Traditional versus EDI enabled system for document exchange; Components of EDI : EDI Standards, EDI Software, Communication Networks; EDI Message Structure; EDI Notification Structure; EDI in India; EDI enabled procurement process; Benefits of EDI: Direct Benefits, Strategic Benefits; EDI Implementation issues; Legal Aspects.

UNIT – II

Web based E-Commerce : Definition; Need for web based business, Steps in setting up business on Internet; Selection & registration of domain name, Website development: Planning a website, Steps for creating a website, Elements of a webpage, web authoring tools, Hosting a website: Website hosting considerations.

Online Promotion tools & techniques : Getting links to your site, banner advertisements & measuring advertisement effectiveness; Web Traffic Analysis : Hits, View pages, Visits and Other web-reporting tools, various measures, What is Search Engine optimization.

UNIT – III

Electronic Payment Systems : E-cash: Purchasing & using of e-cash; Electronic Purses their loading with cash and use; E-cheque payment system; Online Third Party Verified Payment System through Credit & Debit Cards; ATM based cash disbursement system; Electronic Bill Payment System; Inter bank clearing system.

UNIT – IV

Mobile Commerce : Definition, Benefits of Mobile Commerce, Issues in Mobile Commerce, Mobile Commerce Framework.

Application of E-Commerce & Case Studies : Applications of e-commerce, Case studies in Retailing, Banking and e-governance; Cyber Crimes: Types, Cyber Forensics, Cyber crimes and IT Act-2000.