

SYLLABUS

PANJAB UNIVERSITY, CHANDIGARH

BBA (4TH SEMESTER)

E-COMMERCE

Objectives:

The objective of this paper is to provide fundamental knowledge to the students about E-Commerce so that they can better perform in any area of operation and can excel in the field of commerce with IT specialization.

UNIT - I

Electronic Commerce Framework, History, Basics and Tools of E-Commerce, Comparison of Web-based with Traditional Business : Growth of E-Commerce – Present, Future and Potential.

E-Business : Meaning, Importance, Models Based on the Relationships of Transacting Parties (B2B, B2C, C2C and C2B), Present Status of E-Commerce in India, Regulatory Aspects of E-Commerce.

UNIT - II

Changing Structure of Organisation : The impact of E-Commerce on various Business Sectors such as Entertainment, Education, Health Services, Publishing and Financial Services. Socio-Economic Impacts of E-Commerce.

Electronic Payment System : Types of Payment System – E-Cash and Currency Servers, E-Cheques, Credit Card, Smart Cards, Electronic Wallets and Debit Cards. Electronic Data Interchange, Digital Signatures, Cryptography, Interoperability and Intercompatibility.