

Punyashlok Ahilyadevi Holkar Solapur University, Solapur



Name of the Faculty: Commerce & Management

CHOICE BASED CREDIT SYSTEM

Syllabus: E-Commerce

Name of the Course: M.Com. I (Sem.– I & II)

(Syllabus to be implemented from w.e.f. June 2020)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur.

M.Com Syllabus

Paper I: E-Commerce

Semester -I

Outcomes:

After studying this course, the students should be able:

1. To understand the basic concepts of E-Commerce.
2. To get insight about internet and its role in E-Commerce.
3. To understand the application of portals in E-Commerce.
4. To know the various aspects of E-Commerce and E-Business.
5. To know the management of E-commerce businesses.

Sr. No	Contents	No. of Hours
1	E-Commerce: Introduction, Overview of E-Commerce, Scope, Activities and Goals of E-Commerce, E-Commerce Applications, Prospects of E-Commerce, Framework of E-Commerce, Growth of E-Commerce in India	12
2	Portals and E-Commerce: Introduction to Portals, Difference between portal and website, Portal technologies, E-Commerce portals, B2B portals, Enterprise information portal, Payment gateways, Content management on the portals	12
3	Internet and E-Commerce: Evolution of internet, Components of internet world, Internet domain, Server, Establishing connectivity, Constituents of internet protocol, Types of internet providers, IP addressing, Overview of TCP/IP, Significance of internet in E-Commerce	12
4	E-Commerce and E-Business: E-Commerce applications, Difference between E-Commerce and E-Business, Models of business : C2C, G2G, B2G, B2P, P2P, B2A, C2A, B2B, B2C, E-distributor, Just in time delivery in e-business	12
5	Management of E-Commerce: Managing E-Commerce, Exploring E-Commerce, Prospects of E-Commerce, Dot com companies, Comparison between conventional business and e-business, Organisation of business in E-Commerce, Legal issues in E-Commerce, Problems on E-Commerce	12

Recommended Books:

1. E-Commerce Concepts, Models, Strategies- :- G.S.V.Murthy -Himalaya Publishing House
2. E- Commerce: - Kamlesh K Bajaj and Debjani Nag
3. Electronic commerce: - Gray P. Schneider
4. E-Commerce Fundamentals & Applications : Chand (Wiley)
5. E-commerce: business, technology, society -Laudon, Kenneth C. and Carol Guercio Traver (2002) -New Delhi : Pearson Education.
6. Electronic Commerce: From Vision to Fulfillment -Awad, Elias M. (2007), New Delhi : Pearson Education).
7. E-Commerce : C S V Murthy, Welingkar Institute of Management Development and Research
8. Electronic Commerce (From Vision to Fulfilment) : Elias M Awad, Prentice Hall India Publications
9. Evolution of E-Business : C Mackey, Darwin Publishers
10. Electronic Commerce : Schneider and Perry, Thompson Course Technology Publication