

**OPEN COURSE
BACHELOR OF BUSINESS
ADMINISTRATION BBA5D01 - E-
COMMERCE**

Time: 3 Hours per week
Internal : 15,
60

Credits: 3
External :

COURSE OUTCOME

1. Understand the concept of E-commerce and its challenges and limitations.
2. Describe the factors influencing successful business models of E-commerce.
3. Apply online Payment system in E-commerce.
4. Understand the security issues on electronic payment system with the support of regulatory framework

Module I : Introduction to E- commerce : Meaning and concept – E- commerce v/s Traditional Commerce-E- Business & E- Commerce – History of E- Commerce – EDI – Importance , features & benefits of E- Commerce – Impacts, Challenges & Limitations of E- Commerce – Supply chain management & E – Commerce – E – Commerce infrastructure. **15 hours**

Module II : Business models of E – Commerce: Business to Business – Business to customers – customers to customers - Business to Government – Business to employee – E – Commerce strategy – Influencing factors of successful E- Commerce. **10 hours**

Module III : Electronic Payment system : Introduction – Online payment systems – prepaid and postpaid payment systems – e- cash, e- cheque, Smart Card, Credit Card , Debit Card, Electronic purse – Security issues on electronic payment system – Solutions to security issues – Biometrics – Types of biometrics. Legal and ethical issues in E- Commerce : Security issues in E- Commerce- Regulatory frame work of E- commerce **23 hours**

References:

1. Turban, Efraim, David King et. al.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi 2002.
2. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi .
3. Rayport, Jeffrey F and Jaworski, Bernard J: Introduction to E-Commerce, Tata McGraw Hill, New Delhi 2003.
4. Smantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore .
5. Rich, Jason R: Starting an E-Commerce Business, IDG Books, Delhi .
6. Laudon, Kenneth C and Carol Guercio Traver : E-Commerce business. Technology. Society, Pearson Education, Delhi .
7. Stamper David A, and Thomas L Case: Business Data Communications, Pearson Education, New Delhi 2005.