
Title: E- Commerce
Credit Hours: 3

Code: MGMT 335
Year /Semester: II/III

48 Hours

Course Objectives:

The Objective of the course is to make students familiar with the mechanism of conducting business transactions through electronic media and to make them understand the methodology of online business dealings using e-commerce.

Unit 1 Overview of Electronic Commerce (EC)

10 Hours

Concept of e-commerce, Development of e-commerce, some e-commerce scenario, scope and limitations of e-commerce, Internet and its role in e-commerce, Ethical, legal and social concerns, security

Unit 2 Fundamental of e-commerce

10 Hours

Definition and types of e-commerce: B2B, B2C, C2C, and P2P, B2B service provider, e-distributor, procurement and just-in-time delivery

Unit 3 E-commerce strategies

10 Hours

Strategies for marketing, Sales and Promotions, Strategies for Purchasing and support activities, Strategies for Web Auctions, Virtual Communities, and web portals

Unit 4 E-Payment

8 Hours

Transactions through Internet, requirements of e-payment systems, functioning of debit and credit cards, pre and post payment services, SET Protocol for credit card payment, E-cash, E-check, Micropayment system, Security of e-commerce

Unit 5 E-Marketing and E-finance

10 Hours

Introduction to e-marketing, Marketplace vs Market space, impact of e-commerce on market, marketing issues in e-marketing, direct marketing, one-to-one marketing, Introduction to e-financing, Areas of e-financing, e-banking, importance and advantages of e-trading, Digital economy, E-ticketing, future of e-commerce

Reference Books:

1. David Whiteley. *E-Commerce: Strategy, Technologies and Applications*. Tata McGraw Hill.
2. P. T. Joseph. *E-Commerce: A managerial Perspectives*, Tata McGraw Hill.