

M.Com. (E-Commerce)

Semester III

Subject Name -: Business Models for E- Commerce

Course Code -: 301

Objectives -:

1. To learn different business strategy
2. To learn different elements of e-commerce
3. To know Internet marketing techniques

Unit No.	Topics	Periods	Reference Books
1	Introduction to Electronic Commerce 1.1 What is E-Commerce (Introduction and Definition) 1.2 Need to study E-commerce 1.3 Eight unique features of E-commerce 1.4 Difference between E-commerce and E-business 1.5 Major types of E-com (B2c,B2B,C2C,P2P,M-Commerce)	5	1,2
2	E-com Business models 2.1 Eight key elements of a business model 2.2 B2C business model 2.3 B2B business model 2.4 Business models in emerging e-com areas 2.5 C2C business models and P2P models 2.6 M-commerce business models	5	1,2,3
3	The elements of e-commerce 3.1 Elements 3.2 E-visibility 3.3 the e-shop 3.4 Online payments 3.5 Delivering the goods 3.6 After-sales service 3.7 Internet E-commerce security	5	1,2
4	E-Business 4.1 Introduction 4.2 Internet books shop	5	1,2

	4.3 Grocery supplies 4.4 Software supplies and support 4.5 Electronic Newspapers 4.6 Internet banking 4.7 Virtual Auctions 4.8 Online share dealing 4.9 e-diversity		
5	Electronic payment System 5.1 Online credit card transactions 5.2 Digital Wallets and Digital Cash 5.3 Online stored value system 5.4 Digital accumulating balance payment systems 5.5 Digital checking payment systems 5.6 Wireless payment systems 5.7 Electronic billing-EBPP, Market size and growth	8	1,2,3
6	E-com Security 6.1 E-commerce security environment 6.2 Security threats in E-com environment 6.3 Malicious code and unwanted programs 6.4 Phishing and identity theft 6.5 Hacking and cyber vandalism 6.6 Credit card fraud/Theft 6.7 Spoofing	8	1,4,5
7	Technology Solution 7.1 Protecting Internet Communications 7.2 Encryption 7.3 Symmetric Key Encryption 7.4 Public key Encryption 7.5 Public Key Encryption using digital signatures 7.6 Digital Envelopes 7.7 Digital Certificates 7.8 Limitations to Encryption solutions.	8	4,5
8	Electronic Markets 8.1 Markets 8.2 Electronic Markets 8.3 Usage of Electronic Markets 8.4 Advantages and disadvantages 8.5 Future of Electronic Markets	6	4,5
Total		50	

Recommended Books

1. E-commerce, Strategy, Technologies and applications by David Whiteley, Tata McGraw-Hill Edition
2. E-Commerce Concepts, Models , Strategies by - G.S.V Murthy
3. E-Commerce- Kenneth C.Laudon and Carol Guercio Traver
4. E-Commerce by --Kamlesh K Bajaj and Debjani Nag
5. Internet marketing and E-commerce-Ward Hanson and Kirthi Kalyanam