

M.Com (E-Commerce) Semester - III

302 : E-Banking & Financial Services

Unit No	Topic	No of Lect.	Reference books
1	Introduction to Banking System in India 1.1 Origin 1.2 Meaning 1.3 Definition of Bank 1.4 Evolution of banking in India 1.5 Structure of Indian banking system 1.6 Functions of bank	08	1,2
2	Technology in Banking 2.1 Need & Importance of Technology in Banking 2.2 E-Banking 2.2.1 ATM, Credit Card, Debit Card, Tele Banking, mobile Banking, Net banking 2.2.2 SWIFT(Society for World Wide Web Internet Financial Telecommunication) 2.3 Concept & Benefit of core banking solution	10	1,3
3	Service Quality in E-Bank 3.1 Service Design 3.2 Delivery Strategy 3.3 Facility management 3.4 Security challenges in E- banking Service	10	1,3
4	Internet Banking Industry in India 4.1 Payment & settlement system 4.2 Cheque Transaction System(CTS) 4.3 Electronic clearing Service 4.4 Electronic fund Transfer System 4.5 RTGS	10	2,3
5	Technology Up gradation and development Global trend Impact of IT on HR and customer Privacy and confidentiality Risk involved in computerized environment, Threats and damages Control Mechanism Computer system Audit System Security Legal frame work of electronic objective The objective is to enable student to gain advance knowledge of business practices and operation in emerging sector viz retailing, logistic, services and agri business	10	1,2,3

Reference Books:-

- 1) Fundamental of Banking – Dr. Mukund Mahajan
- 2) Reforming India's financial sectors in banking system – ahluwalia monkek singh
- 3) Indian Banking Industry :Poverty and Development – Choudhary, Parmit

Chapter 9: Mobile Business Services:A Strategic Perspective

The Competitive Landscape: A Mixture of It and Telecom Value Chains.....	154
Technology Providers.....	157
Solution Providers.....	158
Transaction and Content Service Providers.....	158
Network Operators	

Chapter 16: M-Commerce in the Automotive Industry Making a Case for Strategic Partnerships

Business Opportunities.....	239
Business-to-Consumer (B2C).....	239
Business-to-Business (B2B).....	240
Business-to-Me (B2Me).....	240
Issues @ Large.....	240
Automotive Industry Environment.....	241
Technology Environment.....	241
Consumer & Business Environment.....	242
Regulatory Environment.....	242
The Bottom Line: Partnership and Multi-Threaded Strategy.....	

The Role of Mobile Advertising in Building a Brand.....246

Abstract.....	246
Introduction.....	246
Structure.....	247
Background for Mobile Branding.....	247
Mobile Advertising as a Branding Tool.....	248
The Finnish Mobile Market.....	249
Attitudes Towards Mobile Advertising.....	249
Mobile Advertising.....	250
Reactions to Mobile Advertising.....	251
Mobile Advertising and Customer Relationship Management.....	251
Measuring the Effectiveness of Mobile Advertising Campaigns.....	251
Summary.....	252
Case Study: Tupla-Chocolate Bar Brand Sponsoring the "Tomb Raider" Movie.....	252
TUPLA -Brand.....	253
Sponsoring the "Tomb Raider" movie.....	253
Campaign Analysis.....	253
Online and Mobile Advertising Created Traffic to the http://www.tupla.com/ website....	253
Campaign Attracted New Visitors to Register on the Website.....	254
Loyalty of Website Visitors was Relatively Low Due to Long Campaign Period.....	255
Recommendations and Critiques for Advertisers Based on the Campaign Analysis.....	255