

Program : Diploma in Commercial Practice	
Course Code : 2149	Course Title: E-commerce
Semester : 2	Credits: No credit
Course Category: Foundation Course	
Periods per week: 3 (L:0, T:0, P:3)	Periods per semester: 45

Course Objectives:

- To provide an understanding of the practice of e commerce, marketing through social media and various electronic payment methods.

Course Prerequisites:

Topic	Course name
Knowledge of Basic Computer Skills	Secondary School

Course Outcomes:

On completion of the course, the student will be able to:

CO	Description	Duration (Hours)	Cognitive Level
CO 1	Identify different models of ecommerce.	11	Applying
CO 2	Make use of social media for e marketing.	10	Applying
CO 3	Make use of online payment platforms.	13	Applying
CO 4	Identify different methods of online publishing.	9	Applying
	Series Test	2	

CO - PO Mapping:

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2	3						
CO3	3						
CO4	3						

3-Strongly mapped, 2-Moderately mapped, 1-Weakly mapped

Course Outline:

Module Outcomes	Description	Duration (Hours)	Cognitive Level
CO1	Identify different models of ecommerce.		
M1.01	Describe the meaning and importance of e commerce.	2	Understanding
M1.02	Compare e commerce and traditional commerce.	2	Applying
M1.03	Identify various models of e commerce.	4	Applying
M1.04	List out the benefits and limitations of e commerce.	3	Understanding

Contents:

INTRODUCTION TO E-COMMERCE: E-commerce- meaning and importance - E commerce vs Traditional commerce - components of e-commerce - Illustration of e commerce transaction - Business model of e-commerce - B2B-B2C-C2C-B2G-C2B-B2G-G2B-G2C - E-commerce organizations - Brick and mortar - Click and mortar - Pure play organizations- Benefits of E commerce to sellers, consumers and society - Technological and non-technological limitations of e-commerce - E-Business - Digital economy - Digital goods and services.

CO2	Make use of social media for e -marketing.		
M2.01	Compare traditional marketing and e marketing.	2	Understanding
M2.02	Identify the marketing strategies for e commerce.	3	Applying
M2.03	Explain content marketing.	3	Understanding
M2.04	Describe the models of internet advertising.	2	Understanding.
	Series Test - I	1	

Contents:

E MARKETING: Meaning - nature - importance - traditional marketing vs e-marketing - types of e-marketing - limitations - Marketing strategies for e-commerce - Content marketing - meaning - features - Types of content marketing channels - website - email marketing - search engine optimization - Social media marketing - Digital advertising - Mobile marketing - Content repurposing - Advertising for ecommerce - Internet advertising - Models of internet advertising - Weakness of internet advertising.

CO3	Make use of electronic payment methods.		
M3.01	Compare online and offline payment systems.	3	Understanding
M3.02	Identify the different methods of electronic payments.	4	Applying.
M3.03	Describe the security issues in electronic payments.	3	Understanding
M3.04	Describe the various types of biometrics.	3	Understanding

Contents:

ELECTRONIC PAYMENT SYSTEM: Electronic payment/digital payments - Meaning - Requirements - Offline payment system vs Online payment system - Types of electronic payments - Prepaid and postpaid system - Credit card - Debit card- Smart card- EFT- E-Wallets - E-cash - Properties of e-cash - E-Cheque - advantages of e-cheques - E purse - Electronic tokens - Digital coins - UPI transactions - Google pay - Phonepe - USSD - Biometrics system-features - Functions of biometric system - Types of biometrics used for identification - Security issues in electronic payment system - Solutions to security issues - Regulatory framework for e-commerce.

CO4	Identify different methods of online publishing.		
M4.01	Describe importance of E governance	2	Understanding
M4.02	List out e govt services.	2	Understanding
M4.03	Identify the draw backs of e learning.	3	Understanding
M4.04	Describe the advantages of blogging.	2	Understanding
	Series Test - II	1	

Contents:

E-GOVERNANCE AND E-LEARNING: E-Governance - Meaning - importance - E-Governance activities - Electronic Benefit Transfer - Electronic voting - netizen - E learning - meaning- benefits - draw backs - Virtual universities - Online publishing Methods - advantages - E-books - advantages - Blogging - advantages - drawbacks.

Text / Reference:

T/R	Book Title/Author
T1	Kamlesh K. Bajaj. <i>E-Commerce- the cutting Edge of Business</i> . Tata McGraw Hill Education.
T2	Vandana Ahuja. <i>Digital marketing</i> . Oxford university press.
T3	Danies Armor. <i>The E-Business</i> . Prentice hall.
T4	Samantha shjurety. <i>E-Business via Net commerce</i> . Prentice hall.

Online Resources:

Sl.No	Website Link
1	https://www.vssut.ac.in
2	https://www.ncertbooks.guru
3	https://www.slideshare.net