PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA					
DM 203	**E Commerce**	**I BBA (DM) - II Sem 2022-23**			
Hours	75 (60 + 15)	L	T	P	C
Focus	**Employability**	4	1	-	4

Course Objective
To make the learners understand the models, components and technologies of E Commerce and challenges in the E Commerce space and security aspects and apply and analyze the E Commerce business space.

Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Understand the E Commerce models, E market models and WWW and their operations	1 and 2
CO2	Understand the Supply Chain Management function and implementation, strategies and EDI applications in B2B	1 and 2
CO3	Understand the Electronic Payment ecosystem and its process and security issues and apply in setting up the same	1, 2 and 3
CO4	Understand the CRM function and implementation and E CRM and its components	1 and 2
CO5	Understand the E Commerce business space and emerging models and analyze their effectiveness	1, 2, 3 and 4

Syllabus		
Unit	Content	Hours
Unit I	Electronic Commerce, Definition, Types, Advantages and disadvantages, E-Commerce transaction on World Wide Web, Electronic market-Online Shopping, Three models of Electronic Market-E Business.	15%
Unit II	Supply Management; Definition, Benefits, goals, functions, Characteristic, Strategies of SCM, Electronic logistics and its implementation in business houses-Electronic Data Interchange (EDI); Benefits of EDI, applications, EDI Model.	20%
Unit III	Electronic Payment Systems; Types of EPS- Traditional and Modern Payment systems ,electronic cash, Steps for electronic payment, Payment Security-e-Security-cryptography, hacking, secure-electronic transaction, Secure-socket layer	25%
Unit IV	Customer Relationship Management Components of CRM,CRM Architecture, architectural components of a CRM Solution, Electronic CRM, Need for Electronic	20%

	CRM,E-CRM applications.		
Unit V	E-Commerce Contemporary Scenario - E-Commerce Functioning by Aggregators - E-Shopping - E-Food - E-Travel - E-Learning - E-Tailing - E-Services - App Based Commerce - Difference B/W Websites & App	20%	

References	
Books and Resources	- PT Joseph SJ, E-COMMERCE: An Indian Perspective, Prentice Hall of India. - Effraim Turban,Joe Lee,David Kind-H Michael Chung, E-Commerce,A management perspective - Pearson Education Asia. - Pandey US & Shukla Er.S., E-Commerce Technology,S.Chand & Company New Delhi. - Trepper, E-Commerce Strategies,Prentice Hall of India,New Delhi-2006 - Jonathan Reynolds,E-Business A Management Perspective,Oxford University Press.
Online Courses	Course on E Commerce https://onlinecourses.swayam2.ac.in/nou22_cm20/preview

Additional Inputs	
Topics to be explored	- Study of B2B E Commerce sites - Payment Gateway features comparison - Review of CRM software - Review of SCM software - Mobile app features of an aggregator

Activities	
Measurable	- Assignments - Online Quizzes - Online games – Jeopardy, Crosswords and Word scramble - Presentations
Group	- Discussions on trends and developments in the domain - Study of online reports and chart presentations - Field visits to industry - Guest lectures - Interaction with industry professionals