

ST. JOSEPH'S DEGREE & PG COLLEGE
(Autonomous), Affiliated to Osmania University

DEPARTMENT OF BUSINESS MANAGEMENT
SEMESTER-IV

BBA,BBA(FM) & BBA (ENTREPRENEURSHIP)
E-BUSINESS
GE

w.e.f 2020-2021 AY

SCHEME OF INSTRUCTION

Hours per Week	: 5 Hrs.
Credits	: 5
Instruction Mode	: Lecture
Course Code	: BM.06.301.25T

SCHEME OF EXAMINATION

Maximum Marks	: 100
Internal Assessment	: 40
External Examination	: 60
External Exam Duration	: 3 Hrs

Course Objective: The course emphasizes at exposing the students to electronic modes of commercial operations.

Course Outcomes: On successful completion of this course, the students will be able:

CO1: To introduce the concept of E-Business and their different types

CO2: To discuss the security aspects of E-Business

CO3: To state all the online payment system

CO4: To analyze the different marketing technologies available

CO5: To illustrate the cyber laws related to E-Business

Unit I :E-Business

Introduction, E-Commerce – definition, History of E-commerce, types of E-Commerce B to B etc. Comparison of traditional commerce and e-commerce. E-Commerce business models – major B to B, B to C model, Consumer-to-Consumer (C2C), Consumer-to-Business (C2B) model, Peer to-Peer (P2P) model – emerging trends. Advantages/ Disadvantages of e-commerce, web auctions, virtual communities, portals, e-business revenue models.

Unit II : Security For E-Business

Security threats – An area view – implementing E-commerce security – encryption – Decryption, Protecting client computers E-Commerce Communication channels and web servers Encryption, SSL protocol, Firewalls, Cryptography methods, VPNs, protecting, networks, policies and procedures



Unit III : E-Payments

E-payment systems – An overview. B to C payments, B to B payments. Types of E- payment system – Credit card payment, debit cards, accumulating balance, online stored value payment systems, digital cash, digital (electronic) wallets, smart cards and digital cheques. Secure Electronic Transaction (SET) protocol

Unit IV : E-Business Marketing Technologies

E-Commerce and marketing, B to B and B to C marketing and branding strategies in E-Marketing . Web transaction logs, cookies, shopping cart database, DBMS, SQL, data mining

Unit V : Cyber Laws

Legal Aspects of E-Business, Internet frauds – Cyber Laws. IT Act 2000 salient features.

Skill Development

Visit Few Business Websites and note down in Practical Record Book

Text Books:

1. Marriappa M – E- Commerce, 13 Edition
2. R. G. Saha, E-Business, HPH ,10th Edition

Reference Books:

1. M. Suman – E – Commerce & Accounting,2017,10 Edition
2. Kalakota Ravi and A. B. Whinston : “Frontiers of Electronic Commerce”, Addison ,2017
3. Watson R T :“Electronic Commerce – the strategic perspective.” The Dryden press,2016
4. Agarwala K.N and Deeksha Ararwala: “Business on the Net – Whats and Hows of E-Commerce”,2017
5. Agarwala and Agarwala : “Business on the Net – Bridge to the online store front,” 2017
6. Murthy CSV: “E. Commerce” Himalaya Publishing House Pvt.Ltd,2016