

❖ **Certificate Course: E-Business**

DEPARTMENT OF MANAGEMENT STUDIES

PAYYANUR COLLEGE, PAYYANUR

CERTIFICATE COURSE: E-BUSINESS

SYLLABUS

COURSE TITLE: *E-Business*

COURSE CODE: PCBBACC04

NO OF HOURS ALLOTTED: 30hrs

Objectives:

1. Familiarize the basic concepts and methods of e-commerce
2. Understand how e-commerce affect today's business world
3. Identify the precautionary measures to be followed while entering in online transactions.

Assessment Criteria:

An examination (Theory) of 25 marks for a duration 2hrs

Module I: Introduction to e-commerce: - Meaning, Concept, Origin, benefits of e-commerce. Challenges and limitations of e-commerce.

(6Hrs)

Module II: Business models of e-commerce: - B2B, B2C, C2C. Factors influencing the success of e-commerce. Recent trends in e-commerce. Security Issues in E-payments. Digital Signature- Biometrics

(15 Hrs)

Module III: Electronic payment systems: - Introduction, Online payment methods, Debit card, credit card, e-cash, e-smart card, e-cheque, e-wallet, stored value card (gift card), Electronic fund transfer (EFT), Digital currency, M-commerce. Information Technology Act

(9 Hrs)

References

1. Ashoke Ghose, Basics of E-commerce. Legal & Security Issues: NIIT Publisher
2. Bejajnath E-commerce, The cutting Edge of Business
3. R Kalakota E-commerce
4. Rayport, Jeffrey F and Jaworksi, Bernard J, Introduction to E-Commerce, Tata Mc Graw Hill, New Delhi