

**B.Com IVth Semester Syllabus (CBCS)
I.T. Application in Business – II**

**Total Marks 100
Theory 50
Practical 50**

		Lectures
Unit – I	Introduction to E-commerce : E-Commerce- An Overview, Electronic Commerce Framework, Evolution of E-commerce: History of Electronic Commerce, Advantages and Disadvantage of E-commerce, Roadmap of e-commerce in India, E-Business : Definition, E-Business Models, Elements of E-business Models	12
Unit – II	E-Marketplaces Definition & Structure of E-Marketplace, Types of E-Marketplace, Types of Auctions and its Characteristics, Benefits ,Limitations and impact of Auctions, E-Commerce in the wireless environment.	09
Unit – III	E-Business Applications and E-Payment Systems :Integration & E-Business Suits, ERP-Overview of Software Solutions, ERP Implementation, Methodology and Framework, CRM, E-Payment, Categories and users of smart cards, Different Digital Payment methods	12
Unit – IV	E-Business Impact on Different Fields and Industries : E-Business Impacts : E-Tourism, Online Employment and Job Market, online Real Estate, Online Publishing & E-Books, Online Banking, Online Delivery of Digital Products, Entertainment and Media E- Government : Definition of E-Government, implementation, E-Government Services, Challenges & Opportunities, Benefits of E-Government	12
Practical	<ol style="list-style-type: none"> Students Shall Prepare a report on growth of E-Commerce in India from an authenticate source Students shall list out Top B2B websites. Students shall list out Top B2C websites. Students shall list out E-Commerce websites whose advertisement is Aired on TV. Students Should study the various payment methods & gateways available on E-commerce websites. Preparing a model purchase order on Amazon.com/Flipkart.com Model Railway ticket booking on IRCTC Filing Online applications for various scholarships and concessions Online application for Banking purpose like Bank Account, Loan, Fund transfer, Insurance Policy etc Online Application for job using www.Nokari.com or any other job portal Online Movie ticket Booking using www.Bookmyshow.com or any other booking portal 	15
	Practicals U/A : 50 Marks 1. Test : 10 Marks 2. Oral : 20 Marks 3. Practical File : 20 Marks	

Reference Books:

- Electronic Commerce: A Managerial Perspective, Turban, E. et al., Prentice Hall 2008.
- Electronic Business and Electronic Commerce Management, 2nd edition, Dave Chaffey, Prentice Hall, 2006
- Alexon Leon, ERP Demystified , Second Edition, TATA McGraw Hill 2008
- David Whiteley, "E-Commerce", TATA McGraw Hill
- Ravi Kalakota "E-Commerce", Pearson Education

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