

K L UNIVERSITY
DEPARTMENT OF COMMERCE
B.Com (Honours) (Accounting & Finance)
VIII- SEMESTER
E – COMMERCE

Unit I : E- Commerce(Hours : 4)

Introduction to E-Commerce , E- Trade, E-Business, E-Market – A paradigm shift – Technology Convergence – Advantages of ECommerce, Business Model – E- Business Models.

Unit II : E – Marketing(Hours : 6)

Introduction to E-Marketing – E-Marketing Channels – E-Marketing Mix – Web Salesmanship – Advertising on Network – EDI Architecture and Paperless Trading.

Unit III : E-Payment Systems(Hours : 8)

Introduction to E-Payment systems – Types of E-Payment Systems – Business Issues and Economic Implications – Components of an effective E-Payment System.

Unit IV : Legal Framework(Hours : 6)

Legal Framework for E-Commerce – Net Threats – Cyber Laws – Aims and Salient Features of Cyber Laws in India – Cyber Crimes – IntelligentWeb Design.

Unit V : Operating Systems(Hours : 6)

Introduction to Operating Systems – Networks – Protocols –Web Server and Client – Scripting Languages –Web Pages – Introduction to HTML – HTML Tags – Introduction to Java Script, ASP and Database Connectivity – Creating of E-Business Solutions

TEXT BOOKS:

1. L T Joseph, E-Commerce, An Indian perspective, Prentice Hall Publications, 2009, 3rd Edition, New Delhi., New Delhi

REFERENCE BOOKS:

1. Marilyn Greenstein, Todd M Feinman, “Electronic Commerce” – TMH.2009, 5th Edition, New Delhi.

2. AddisonWesley, Frontiers of E-Commerce , Pearson Publication, 2007, 2nd Edition, New Delhi.,