BACHELOR OF BUSINESS ADMINISTRATION
BBA5D01 - E- COMMERCE

Time: 3 Hours per week   **Credits: 3**
Internal : 15,   **External : 60**

Objectives:
To understand the importance of database systems for business management, and, To gain a practical orientation to database development and maintenance.

Learning outcome :On completing the course the students will be able to Understand the practice of Ecommerce, epayment and also the security issues.

Module I : Introduction to E- commerce : Meaning and concept – E- commerce v/s Traditional Commerce-E- Business & E- Commerce – History of E- Commerce – EDI – Importance , features & benefits of E- Commerce – Impacts, Challenges & Limitations of E- Commerce – Supply chain management & E – Commerce – E – Commerce infrastructure.   1**5 hours**

Module II : Business models of E – Commerce: Business to Business – Business to customers – customers to customers - Business to Government – Business to employee – E – Commerce strategy – Influencing factors of successful E- Commerce.   **10 hours**

Module III : Electronic Payment system : Introduction – Online payment systems – prepaid and postpaid payment systems – e- cash, e- cheque, Smart Card, Credit Card , Debit Card, Electronic purse – Security issues on electronic payment system – Solutions to security issues – Biometrics – Types of biometrics. Legal and ethical issues in E- Commerce : Security issues in E- Commerce- Regulatory frame work of E- commerce   **23 hours**

References:
1. Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson