

**St.JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM**

V SEMESTER

**OFFICE MANAGEMENT – ELECTIVE II**

5 Hrs/Week

OFF 6402 (3)

**e COMMERCE**

Max.Marks:100

w.e.f 2017-18(AC batch)

**SYLLABUS**

**Learning Objectives: The students will be able to**

- Be familiar with the e commerce concepts and identify them
- Understand how to use it in different procedures in the firm and for personal use
- Evaluate its relevance in particular situations for greater credibility

**Learning Outcomes: Upon completion of the course student should be able to**

1. use e commerce and business terminology,
2. explain the objective of e payments and related key assumptions and principles.
3. explore and acquire skills in respect of most sophisticated procedures and practices
4. help themselves serve better the vast digital needs needs of every commercial organization.

**MODULE-I: e-Commerce:** Features of Electronic Commerce - Distinction between e-Commerce and e-Business - Types of Business Models: B2B, B2C, C2C - Benefits and Limitations of e-Commerce - Apps.

**MODULE-II: e-Business Applications:** Integration and e-Business suits - ERP, e-SCM, e-CRM - Methods and benefits of e-Payment Systems –e-Marketing – Applications and issues

**MODULE-III: e-Business on different Fields:** e-Tourism – e-Recruitment – e- Real Estate – e-Stock Market – e-Music/Movies - e-Publishing and e-Books.

**MODULE-IV: Mobile Payments & e Cash :** Wireless payments, Digital Wallets, Google Wallet - PAYTM – Security Challenges - NEFT/RTGS/Electronic Payment modes - Foundations of e-Cash and Issues; Security, Anonymity, Untraceability, Virtual currencies

**MODULE-V: Mobile Commerce:** Ticketing - Me-Seva; Government and Consumer Services – e-Retailing - e-Groceries – Security challenges - Case Studies.

**Recommended References:**

1. Turban E. Lee J., King D. and Chung H.M: Electronic commerce-a Manageria Perspective, Prentice-Hall International, Inc.
2. Bhatia V., E-commerce, Khanna Book Pub. Co. (P) Ltd., Delhi.
3. Krishnamurthy, E-Commerce Management, Vikas Publishing House.
4. David Whiteley, E-Commerce: Strategy, Technologies and Applications, Tata McGraw Hill.
5. P. T. Joseph, E-Commerce: A Managerial Perspectives, Tata McGraw Hill.
6. M. H. Sherif, Protocols for Secure Electronic Commerce, Boca Raton, Fla, CRC Press.