

DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY
SCHOOL OF COMMERCE & MANAGEMENT
B.B.A. (Bachelor of Business Administration)
SEMESTER –2
(Skill Enhance Course) - Credit -2)
E- COMMERCE

Sr. No.	Unit	Writers Name and Contact No.
1	<p>Foundations of Electronic Commerce and Business Models</p> <ul style="list-style-type: none"> • Introduction • Definitions and Content of the Field • Benefits & Limitations • The Driving Forces of E-Commerce • Impact of E Commerce • Managerial Issues • Major B2B Models • Major B2C Models • Business Models in Emerging E-Commerce Areas • Basic Business Concepts • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes etc.) 	
2	<p>Infrastructure of E-Commerce, Consumers & Market Research</p> <ul style="list-style-type: none"> • Introduction • The Internet technology Background • The Internet Protocols: “TCP/IP • Domain Names, Internet Client/Server Applications • Internet II”, Web-Based • Client/Server: “HTTP • Web Browsers, Web Servers • Commercial Web Servers • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes etc.) 	
3	<p>Building Customer Relationships</p> <ul style="list-style-type: none"> • Introduction • The Consumer Behavior Model • Personal Characteristics and Demographics of Internet Surfers • Consumer Purchasing Decision Making • One-to-One and Relationship Marketing • Delivering Customer Service in Cyberspace • Market Research for EC • Intelligent Agents for Consumers • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short 	

	notes etc.)	
4	E-Commerce Marketing & Retailing <ul style="list-style-type: none"> • Introduction • Basic Marketing Concepts • Internet Marketing Technologies • Business Models of Electronic Marketing • Electronic Marketing in B2B and B2C • Direct Marketing • Online marketing • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes etc.) 	
5	E-Commerce Security & Electronic Payment Systems & Protocols <ul style="list-style-type: none"> • Introduction • Internet Security: Cornerstones of Security Encryption • Digital Signatures • Digital Certificates • Certificate Authorities • Symmetric Key Encryption • Asymmetric Key Encryption • Secure Socket Layer • Firewalls Access Control • E-Commerce Payment Systems: Is SET a Failure • Security Schemes in Electronic Payment Systems • Electronic Credit Card System on the Internet • Electronic Fund Transfer and Debit Cards on the Internet • Stored-Value Cards and E-Cash • Electronic Check Systems • Unified Payment Systems, Prospects • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes etc.) 	
6	Overview of E-Business <ul style="list-style-type: none"> • Introduction • Meaning and Importance of E-Business • E-commerce Framework • Difference between E-Business and Traditional Business • E-business as a Strategy • Benefits and Barriers in E-business • Business Models for E-commerce • Mobile Commerce • Its Applications • Drivers of Mobile Commerce • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes etc.) 	
7	E-commerce Applications <ul style="list-style-type: none"> • Introduction • Strategy Formulation and Implementation • E-governance • E-HRM • E-Finance 	

	<ul style="list-style-type: none"> • Tourism and Travel • Banking and Insurance • Auctions - Data • Mining and Data Warehousing • Knowledge Management • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes etc.) 	
8	<p>Information Technology Act 2000</p> <ul style="list-style-type: none"> • Introduction • Domain Name Disputes • Cyber Squatting • Copyright Protection for Computer Software • Sharing – Click-wrap & Shrink-wrap Contracts • Privacy Protection in Digital Information • Employer Policy regarding the use of email & Internet Access • Adult oriented Websites • Encryption • Liability of Service Providers • Liability of Content Providers • Computer Crime • Examples • Exercise (MCQ, F/B, True or false, Long question, Short Question, Short notes, Practical question/case study etc.) 	