

VEER NARMAD SOUTH GUJARAT UNIVERSITY

T.Y BCOM

E- COMMERCE PAPER 3 (FORCE FROM 2011-12)

OBJECTIVES:

1. To enable the students to understand concepts, principles and techniques applied in e-commerce.
2. To prepare them for globalization and communication revolution
3. To provide a unified , theoretically grounded framework of e-commerce
4. To narrow down distinctions between traditional markets and global markets.

CH-1 Concept of E-Commerce?.....(10)

Perspectives of e-commerce; how business operates:- employees, customers, channel partners, suppliers, service providers, regulatory authority; conceptual framework of E-Commerce; information management.

CH-2 Shop Setting for E-Commerce.....(25)

- a) Why do I want to set up an E-Commerce enterprise?:- competition, global research, customer service, value edition, operations oriented process, ‘pettish’ products;
- b) What do I want to do on the net? Web development and maintenance, static web pages, integration with operational database, dynamic web site, customer transaction, transaction processing/ payment, merchant account, transaction processing, online credit card frauds, full E-Commerce.

CH-3 Process of E-Commerce.....(25)

Investment, web hosting and web administration, web designing and development, online transactions, marketing and branding, training and development, management and control, miscellaneous, marketing, growth, market share, geographical research, product range information intensive products delivered online, brick and mortar establishments, mergers and acquisitions, statutory and legal issues.

CH-4 Attracting & Retaining the Customers.....(20)

- a) Promotion: online promotion on the website, listing on search engines, banners, link exchange programmed, affiliate program, referral program, directory listing.
- b) Traditional methods of promotion
- c) Promotional strategies- case studies: the Vermont teddy bear company, iescrow, burder toys, sporting auction
- d) Building trust: branding, navigation, presentation, fulfillment, logos of security, up-to-date technology
- e) Building loyalty

CH-5 Issues under consideration.....(10)

- a) Issues perceived by consumers : privacy and confidentiality, security, redressal, E-commerce enabling mechanisms
- b) Issued perceived by business: integration of the existing systems, human availability and development, security of the networks

- c) Issues perceived by industries: management of change, multi-culture implication
- d) Issues perceived by nations and international community : legal contracts, insurance, multiple currencies, taxation in cyber space, trademark, copyright

CH-6 Future vision of E-Commerce.....(10)

- a) Customer interface: personalized interactivity
- b) New products marketing
- c) Organisation

Reference Books

1. Business on the net – Kamlesh N. Agarwala, Amit Lal and Deeksha Agarwal ;
Macmillan India Ltd.
2. E- Commerce Management- Krishnamrthy, Vikas Publishing House.
E-Commerce- A managerial Perspective. T. Joseph,
Tata Mcgraw Hill.
3. E-Business R (Evolution)- Daniel Amor.
4. E-Commerce: Strategy, Technology, and Applications, Tata Mcgraw Hill.
M-Commerce-Agarwal Kamlesh N and Agrawal Pratik
5. The Essential guide to Wireless communication Application, Person education Asia,
Dorman Andy
6. Mobile communications- Schiller Jochen, Addison-Wesley (low price edition)
Education and E-Governance, McMillan India, New
Delhi, Tiwari Dr. Murli D..
7. Understanding E-Commerce-David Kosiur.
8. Internet Banking-Agrawal Kamlesh N, New Delhi.