

VEER NARMAD SOUTH GUJARAT UNIVERSITY

T.Y BCOM

E- COMMERCE PAPER 4 (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 Electronic Commerce: Technology and Prospects.....(15)

Introduction, defining electronic commerce, economic potential of electronic commerce, incentives for engaging in electronic commerce, the mechanics of electronic commerce.

CH-2 Internet based E-Commerce: Issues, Problems and prospects.....(15)

Introduction, electronic commerce and internet, benefits of the internet for Electronic commerce, Impediments and issues, Suggestions to organization.

CH-3 Intranets.....(20)

Introduction, the trends in intranet uses, experience with the intranets, extended intranet, growth of intranet, benefits of an intranet, improving the internal communications of the organization, specific applications of intranet, intranets: the private internet, intranets: business needs, implementations.

CH-4 Value Added Services.....(20)

Introduction, service industries characteristics, the internet commercialization, commercialization of Internet Service Providers, logistics of being an Internet Service providers, value added networks, internal controls, third party networks, liability of third party network, vendors,

CH-5 E-Commerce Law.....(15)

Introduction, the electronic commerce transactions, creating a binding commitment, validity and enforceability of agreement, other legal issues, electronic funds, transfer act and regulation E, forms of agreements, business models, legal issues: Indian scenarios

CH-6 E-Commerce: Role of Government and Policy Recommendations.....(15)

Introduction, how are government and industry agendas linked for electronic commerce? What can governments do to promote electronic commerce, defining the policy and regulatory agenda for electronic commerce Policy Recommendations for E-Commerce Growth?

Reference books:

1. E-Commerce-Parag Diwan Sunil Sharma, Excel Books
2. Computer Fundamentals-Ashok Arora & Shefali Bansal, Excel books, New Delhi.
3. Computer Fundamentals-Peter Norton's, McGraw Hill.
4. Fundamental of Computers-Rajaraman, Prentice Hall, New Delhi.
5. Computer Fundamentals-Ravichandran D
6. Learning Tally 5.4, Khanna Book Publishers
7. Internet for business managers, Sanjeev Gupta,Excel Book New Delhi
8. Tally Financial Accounting program me-Current volume, Tally press.
9. Tally for beginners- Tally Press.