

E- COMMERCE
FOUNDATION COURSE

Course Content:

Unit No.	Topics / Chapters Name
I	<p>CONCEPT OF INTERNET & E-COMMERCE</p> <ul style="list-style-type: none"> • Meaning & History of Internet • Uses of Internet • Concept of E-commerce • Difference between Traditional commerce & E-Commerce • Role of Internet in E-commerce • Opportunities & Challenges of E-Commerce
II	<p>OPERATIONS OF E-COMMERCE</p> <ul style="list-style-type: none"> • Role of Credit card & Debit card Smart card transactions • Secure Hyper-Text Transfer Protocol (SHTP) • Electronic Payment system • Secure Electronic Transactions
III	<p>APPLICATIONS IN B2C</p> <ul style="list-style-type: none"> • Shopping Procedure via Internet • Selling Strategy of Traditional departmental store • Success Factors of E-Brokers(Brokers based online services) • Online Travel Transactions services • Online Stock Trading & its Benefits
IV	<p>APPLICATIONS IN B2B & C2C</p> <ul style="list-style-type: none"> • Concept of B2B • Characteristics of 1)the suppliers oriented market place 2) Buyers oriented market place 3) Intermediaries oriented market place • JIT delivery in B2B • Marketing Issues in B2B • Concept of C2C • Functions of C2C