Shivaji University, Kolhapur

B.Com Part-III

E-COMMERCE
(Specialization Paper)
Paper-I-Fundamental of E-Commerce

1) E-Commerce concept: Meaning, definition, concept, features, function of E-Commerce, E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce, limitations of E-Commerce, precaution for secure E-Commerce, proxy services.   [20 Periods]

2) Electronic Data Interchange: concept of EDI, difference between paper-based Business and EDI Based business, Advantages of EDI, Application areas for EDI, Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control.   [15 Periods]

3) Types of E-Commerce: Meaning of B2C, B2B, C2C, P2P. Applications in B2C- E-Banking, E-Trading. E-Auction - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, Just in time delivery. Consumer to consumer and peer to peer business model Introduction and basic concepts.   [15 Periods]

4) Internet: Concept of Internet, use of Internet, Requirements of Internet, Internet Domain, Internet server, establishing connectivity on the Internet, Types of Internet provides, Constituents of Internet Protocol, browsing the internet, tools and service on Internet, Procedure of Opening E-mail Account on Internet.   [20 Periods]

5) E-Marketing: Traditional Marketing V/S E-Marketing, Impact of E-Commerce on markets, Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.   [15 Periods]

6) E-Finance: Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking. E-Trading- Stock marketing , trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.   [15 Periods]

6) E-Payment : Transactions through Internet, Requirements of E-Payment system, Post paid payment system- Credit card solutions, cyber cash Internet cheques. Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards.   [20 Periods]

7) E-Commerce in India : State of E-Commerce in India, Problems and opportunities in E-Commerce in India, Future of E-Commerce, Legal issues involved in E-Commerce in India.   [10 Periods]

Reference Books

1. Computer Today - S. Bansundara
2. E-Commerce: The Cutting Edge of Business - Kamblesh Bajaj and Debjani Nag , Tata McGraw Hill
3. E-Commerce – S. Jaiswal
4. E-Commerce Strategy, Technology &Applications – David Whitely (TMGH)
5. E-Commerce Concepts Models & Strategies – C.S.V.Murthy, Himalaya Pub.
6. E-Commerce – Mathew Rergnolds, Wrox pub.

Specialisaiton – E-Commerce
Paper-II Internet and web Designing.

1) **The Internet :** Technology background evolution of the Internet –1961-2004. The Internet key technology concepts - packet switching, clients server computing, other Internet protocols and utility program. IP addressing, structure of an IP addressing, overview of TCP/IP.   [20 Periods]

2) **Building web side :** meaning of website and web page, Importance of web site and Home page and its features, Guidelines for constructing the web page, structure of the web pages.   [20 Periods]

3) **World Wide Web :** Architecture of world wide steps in web development, Hypertext Markup Languages—SGML, HTML, XML.   [10 Periods]

4) **HTML :** Concept of HTML,HTML organization, creation of HTML files, HTML editor, Tags and attribute of HTML, learning the basic structure, elements of HTML Creation of web page using HTML.   [30 Periods]

5) **HTML from Building :** Form elements- <INPUT>, <SELECT>, <TEXT AREA>, <[LABEL> Tab navigation, Access keys. Developing web pages using frames.   [20 Periods]

6) **Introduction to client side :** Limitation of HTML,VB script, Introduction to Java Concept, JAVA Script, Control statement IF-ELSE, Loop Structures (For, DO While) Function Defining, Events, Event Handlers, Built-in Functions and Validation.   [30 Periods]

Reference Books
1) HTML 4 unleashed-(SAMS Tech media)
2) The Internet Book ---Douglas E Corner (PHI)
3) Internet Complete----(BPB Pub)
4) Dynamic web Publishing Unleased ----- Shelly Powers.
5) Web Enabled Commercial Application Development Using HTML DHTML, Javascript   ----------Ivan Bayross
6) Internet, www- how to program-Detail and detail-----Peasrson Publishing.

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