



ALAGAPPA UNIVERSITY

(A State University Established by the Government of Tamil Nadu in 1985,
Accredited with A+ Grade by NAAC (CGPA 3.64) in the Third Cycle, Graded as Category-I
University and Granted Autonomy by MHRD-UGC, MHRD-NIRF 2020 Rank : 36, QS 2020 India Rank : 24)

KARAIKUDI - 630 003, Tamil Nadu, India

DEPARTMENT OF COMMERCE



Value Added Course E-COMMERCE

Course Code: **VACCOM06**

Duration : **30 Hours**

Session : **July 2023 to Nov 2023**

Course Coordinator

Dr. B. MENAKA, M.Com., MBA., M.Phil., Ph.D

Assistant Professor



LEARNING OUT COMES :

- By the end of the course student should be able to understand the importance of employability skills and values in life and society.
- After the completion of the course students will be able to work in a professional manner in the organization.

➤ **OBJECTIVES:**

1. To encourage all the students in Value Added Program to improve the learning levels of E-Commerce
2. To improve the employability skills and Job Oriented Skills of the students
3. To teach the students relating to how to reach the maximum customers to enhance the sales and profitability of the business

ABOUT DEPARTMENT OF COMMERCE

The Alagappa University was established in 1985 with four Departments. The Department of Commerce was one among the four departments. The Department of Commerce offers M.Com, M.Phil and Ph.D programmes. The M.Com and M.Phil programmes are under choice Based Credit System. There are Six Qualified faculty members (Two professors, One Associate Professor Three Assistant Professors), wholeheartedly involved and dedicated for the cases of academic and holistic empowerment of the students and development of the University. The UGC Major Result Project is undertaken by faculty members of the Department. The students are groomed to face the challenges of the employment market and improve the employability. Co-curriculum and extracurricular activities such as Communication, Skill, Personality and Leadership Development, Coaching for Competitive Examinations Participants in NSS/RRC/YRC Activities, Sports, Cultural events and Village extension Programme and given due care by the Department for improving the soft skills of the students. The Department makes necessary arrangements for providing study materials (Books and other printed study materials) to the students.

DETAILS OF THE COURSE COORDINATOR:

Dr.B.MENAKA, M.Com. M.B.A., M.Phil., Ph.D

Assistant Professor

Department of Commerce

Alagappa University, Karaikudi.

Mobile– 9486673385

Email:menakab@alagappauniversity.ac.in

Course Code: VACCOM06	E-COMMERCE	Hours: 30
Weekly hours: 5		Credits: 6
Objectives	<ol style="list-style-type: none"> 1. To enable the students to become familiar with the mechanism for conducting business transactions through electronic modes. 2. To understand the concept of Security and Encryption 3. To know the Knowledge about the E-payment System. 4. To acquaint the process of on-line Business Transactions 	
Unit - I	Introduction & Technology used in E-commerce: Meaning, nature, concepts, advantages, disadvantages and reasons for transacting online, types of E-Commerce, e-commerce business models, forces behind e-commerce. The dynamics of world wide web and internet; Designing, building and launching e-commerce website.	
Unit - II	Security and Encryption: Need and concepts, the e-commerce security environment: (dimension, definition and scope of e-security), security threats in the E-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.), technology solutions (Encryption, security channels of communication, protecting networks and protecting servers and clients).	
Unit - III	IT Act 2000 and Cyber Crimes: IT Act 2000: Definitions, Digital signature, Electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Duties of subscribers, Penalties and adjudication, Appellate Tribunal, Offences and Cyber-crimes.	
Unit - IV	On-line Business Transactions: Meaning, purpose, advantages and disadvantages of transacting online, E-commerce applications in various industries like {banking, insurance, payment of utility bills, online marketing, e-tailing (popularity, benefits, problems and features), online services (financial, travel and career), auctions, online portal, online learning, publishing and entertainment} Online shopping (amazon, snapdeal, alibaba, flipkart, etc.)	
Unit - V	E-payment System: Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), digital signatures (procedure, working and legal position), payment gateways, online banking (meaning, concepts, importance, electronic fund transfer, automated clearing house, automated ledger posting), risks involved in e-payments.	
Reference and Textbooks:-		
<ol style="list-style-type: none"> 1. Kenneth C. Laudon and Carlo Guercio Traver, E-Commerce, Pearson Education. 2. David Whiteley, E-commerce: Strategy, Technology and Applications, McGraw Hill Education 3. Bharat Bhaskar, Electronic Commerce: Framework, Technology and Application, 4th Ed., McGraw Hill Education 4. PT Joseph, E-Commerce: An Indian Perspective, PHI Learning 5. KK Bajaj and Debjani Nag, E-commerce, McGraw Hill Education 6. TN Chhabra, E-Commerce, Dhanpat Rai & Co. 7. Sushila Madan, E-Commerce, Taxmann 8. TN Chhabra, Hem Chand Jain, and Aruna Jain, An Introduction to HTML, Dhanpat Rai. 		

Web Resources:

- <https://www.grin.com/document/280494>
- <https://slideplayer.com/slide/4816631/>
- <https://www.mcrhrdi.gov.in/splfc2021/week11/Information%20Technology%20Act%20&%20Cyber%20crime.pdf>
- <https://dr6j45jk9xcmk.cloudfront.net/documents/435/medi-booklet-e-commerce-accessible-e-final.pdf>
- <https://egyankosh.ac.in/bitstream/123456789/72088/1/Unit-5.pdf>

Outcomes	<p>After the successful completion of the course, students are able to</p> <ol style="list-style-type: none">1. Analyse E-Commerce as a Strategic convergence of technology and business.2. Identify the rapid pace of technological change in the global environment due development of cyber crime3. Critically examine the implications of ethical, social and legal influence of E-Commerce4. Apply knowledge of technology platform for inventory management, sales payment and customer management for specific businesses.
-----------------	--