

**Part B**

**Program: Master of Commerce**

**Semester III**

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
M.Com. – 34	E-Commerce and Legal Security	45

**Course outcomes:**

1. Analyze the impact of E-commerce on business models and strategy.
2. Describe the major types of E-commerce.
3. Explain the process that should be followed in building an E-commerce presence.
4. Identify the key security threats in the E-commerce environment.
5. Describe how procurement and supply chains relate to B2B E-commerce.
6. To understand Electronic Payment Systems and Unified Payment Interface System

Unit	Content	No. of Periods
I	<b>1.1 Introduction to E-Commerce:</b> Meaning and concept; Electronic commerce versus traditional commerce; Media convergence; E-commerce and E-business; Channels of E-Commerce; Business applications of E-Commerce; Needs for E-Commerce, E-Commerce as an electronic trading system special feature. <b>1.2 Internet Concepts and Technologies:</b> Concept and evolution of internet; Web technologies-global publishing concept, universal reader concept and client server concept, Hypertext publishing and hypertext information network, Benefits of hypertext, URLs, HTTP, HTTPD servers, HTML, HTML Forms and CGI gateway services.	9
II	<b>2.1 Business to Consumer E-Commerce:</b> Cataloguing, order planning and Order generation, cost estimation and pricing, order receipt and accounting, order selection and prioritization, order scheduling, order fulfilling and delivery, order billing and payment management; Post sales services. <b>2.2 Web-site Design:</b> Role of web site in B2C e-commerce; Website strategies and web-site design principles; Push and pull technologies, alternative methods of customer communication.	9
III	<b>3.1 Business to Business E-Commerce:</b> Need and alternative models of B2B e-commerce Technologies, EDI, and paperless trading; EDI architecture, EDI standards, VANs, Internet based EDI and FTP-based messaging. <b>3.2 E-Business:</b> Workflow management, mass customization and product differentiation; Organization restructuring; Integrated logistics and distribution; Knowledge management issues and role of e-commerce infrastructure. .	9
IV	<b>4.1 Electronic Payment Systems:</b> Special features required in payment systems for e-commerce; Types of e-payment systems; E-cash and currency servers; e-cheques, credit cards, smart cards, electronic purses, and debit cards; Business issues and economic implications; Operational credit and legal risks of e-payment systems; Risk management options in e-payment systems; Components of an effective electronic payment system. <b>4.2 Unified Payment Interface System:</b> UPI Concept, Features, Virtual Payment Address (VPA) meaning and benefits, UPI QR code concept, how to generate UPI QR code, BHIM app. Concept and history, Features, methods of payment in BHIM, how to accept IPO mandate in BHIM.	9
V	<b>5.1 Security issues in E-Commerce:</b> Security risks of ecommerce, exposure of resources, types of threats, sources of threats, security tools and risk-management approach, ecommerce security and a rational security policy for ecommerce; Corporate Digital Library; I.T. Act 2000. <b>5.2 Regulatory and Legal Framework of E-Commerce:</b> Cyber laws-aims and salient provisions; Cyber-laws in India and their limitations; Taxation issues in e-commerce.	9

**BOOKS RECOMMENDED:**

- 1 Agarwal. K.N. and Deeksha Agarwal: Business on the Net: What's and How's of E-Commerce: Macmillan, New Delhi.
- 2 Agarwal. K.N. and Deeksha Agarwal: Business on the Net: Bridge to the Online storefront: Macmillan, New Delhi.
- 3 Cady, Glcc Harrab and Mcgregor Pat: Mastering the Internet, BPB Publication, New Delhi.
- 4 Diwan Parag and Sunil Sharma: Electronic Commerce-A Manager's Guide to E-Business, Vanity Books International, Delhi.
- 5 Janal. D.S.: On-line Marketing Handbook, Van Nostrand Reinhold, New York.
- 6 Kosivr, David: Understanding Electronic Commerce, Microsoft Press, Washington.
- 7 Minoli and Minal: Web Commerce Technology Handbook, Tata McGraw Hill, New Delhi.
- 9 Schnelder. Gary P: Electronic Commerce, Course Technology, Delhi.
- 10 Young, Margaret Levine: The Complete Reference to Internet, Tata McGraw Hill, New Delhi.

- 11 O'Brien J: Management Information Systems, Tata McGraw Hill, New Delhi.
- 12 Parag Diwan and Sunil Sharma: E-Commerce A Manager's Guide to E-Business; Excel Books, New Delhi.
- 13 C.S.V. Murthy: E-Commerce- Concepts, Models, Strategies, Himalaya Publishing House.
- 14 Electronic Commerce - By Bharat Bhaskar, Tata Mc Graw Hill Publication, New Delhi.
- 15 E-Commerce - By Bhushan Diwan, S.Chand & Co. Ltd. New Delhi 55.
- 16 Computer Applications in Business and Banking: By R.S. Virmal, K.M. Gupta-Umesh Publication, 5-B, Nath Market, Nai Sarak- Delhi 6.

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M.Com. -34	E-Commerce and Legal Security <b>(Practical)</b>	30

**List of Practical's:**

1. Using HTML Tags; Marq, List, Hyperlink, insert image Table and onlineForms tags. Prosses of Save HTML document.
2. Prosses of online buying, online railway/ aviation reservation booking
3. Prosses of e-payment systems; E-cash and currency servers; e-cheques, credit cards, smart cards, electronic purses, and debit cards; Operational credit and legal risks of e-payment systems.
4. Create Unified Payment Interface, Virtual Payment Address (VPA), UPI QR code, how to generate UPI QR code, methods of payment in BHIM, how to accept IPO mandate in BHIM.

**Division of Marks for Practical's**

Record Preparation	10 Marks
Practical Performance	10 Marks
Viva-Voce	10 Marks
Description	10 Marks
<b>Practical Total</b>	<b>40 Marks</b>