

**Sri Sathya Sai College for Women, Bhopal**  
**(An Autonomous College Affiliated to Barkatullah University Bhopal)**  
**Department of Higher Education, Govt. of M.P.**  
**Under Graduate Syllabus (Annual Pattern)**

As recommended by Central Board of Studies and approved by the Governor of M. P.  
*wef 2022-2023*  
**(Session 2023-24)**  
**(NEP-2020)**

<b>Class</b>	<b>BCA</b>
<b>Year</b>	<b>II Year</b>
<b>Subject</b>	<b>Computer Applications</b>
<b>Course Title</b>	<b>E-Commerce</b>
<b>Course Type</b>	<b>Generic Elective</b>
<b>Credit Value</b>	<b>6</b>
<b>Max. Mark</b>	<b>30+70 (Minimum Marks 35)</b>

**Course Outcome:** This course will enable the students:

- To learn the fundamentals of E-Commerce and its process.
- To understand the role of E-Commerce in the present scenario along with the concepts of security and its applications.
- To gain knowledge of e-commerce business needs and resources and match to technology considering human factors and budget constraints.
- To apply knowledge of changing technology on traditional business models and strategy.
- To have skills to Communicate effectively and ethically using electronic communication.

**Particular**

<b>Unit I</b>	<b>Introduction:</b> Brief history of e-commerce, Types, Advantages & Disadvantages of e-commerce, Elements of e-commerce, Principles of e-commerce, Messaging and Information distribution, Messaging and information distribution, Common service infrastructure, other key support layers
<b>Unit II</b>	<b>EDI to e-commerce:</b> EDI – Origin, System approach and communication approach, Migration to open EDI – Approach, Benefits, Mechanics, E-com with WWW/Internet. E-Government - Concepts, Applications of G2C, G2B, G2G
<b>Unit III</b>	<b>Electronic communication:</b> PC and networking, Network topologies and communication media, E-mail, OSI and TCP/IP Models, LAN, WAN, MAN Internetworking – Bridges and gateways, Internet Vs Online services, Open Vs. Closed Architecture, Controlled contained Vs Uncontrolled contained, Metered Pricing Vs Flat Pricing, Innovation Vs Control.
<b>Unit IV</b>	<b>WWW &amp; Electronic Payment System:</b> Applications - what is web, Why is the Web such a hit, The Web and E-Com, Concepts & Technology – Key concepts, Web Software development Tools. Electronic payment system – Overview, Electronic or digital cash, Electronic Checks, Online credit card based system, other Engineering financial instruments, Consumer legal and Business issues.

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<b>Unit V</b>	<p><b>Security and Application:</b> Need of computer security, Specific intruder approaches. Security strategies, Cryptography, Public key encryption, Private key encryption, Digital signatures.</p> <p><b>Advertising on the internet:</b> Marketing, Creating a website. Electronic publishing issues, EP architecture, EP tools, Web page EP-Baseline issues, Application tools and publishing on the internet.</p>
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**Suggestion Books:**

- “Electronic Commerce” Ravi Kalakota and Andrew B. Whinston.
- “Web Commerce Technologies Handbok” By Daniel Minoli & Emma Minoli
- “E-Commerce” By Dr. Varinder Bhatia
- “Promise of E-Governance” By M P Gupta
- Book published by M.P. Granth Academy, Bhopal

**Suggestive digital platform web links**

- [https://onlinecourses.nptel.ac.in/noc19\\_mg54/preview](https://onlinecourses.nptel.ac.in/noc19_mg54/preview)
- [https://onlinecourses.swayam2.ac.in/cec19\\_cm01/preview](https://onlinecourses.swayam2.ac.in/cec19_cm01/preview)
- <https://www.mooc-list.com/tags/e-commerce-market>

**Scheme of Marks:**

<b>Maximum Marks: 100</b>		
<b>Continuous Comprehensive Evaluation (CCE): 30 marks, Term End Exam Theory: 70 marks</b>		
<b>Internal Assessment:</b> Continuous Comprehensive Evaluation (CCE):	Class Test Assignment/ Presentation	<b>30</b>
<b>External Assessment:</b> University Exam Section Time:03.00 Hours	<b>Section (A)</b> Very Short questions <b>Section (B)</b> Short questions <b>Section (C)</b> Long questions	<b>70</b>
		<b>Total 100</b>

