

**F.Y.B.Com**  
**Revised Syllabus to be introduced from June 2008-09**  
**Subject – eCommerce**

- 1) Fundamentals in E-Commerce
  - i. Commerce – Meaning, Nature, Limitation.
  - ii. E-Commerce – Origin, Nature, Meaning, Definitions, Features, Need, Advantages & Disadvantages, Essential requirements, e-Commerce Vs Traditional Commerce
- 2) Business Models for eCommerce
  - i. eBusiness : Meaning, Definition, Importance.
  - ii. eBusiness models based on the Relationships of transaction parties , B2C, B2B, C2C, C2B.
  - iii. eBusiness models based on the relationship of transaction types –
    - Manufacture Model
    - Advertising Model
    - Value Chain Model
    - Brokerage Model
- 3) ePayment Systems :
  - i. Modes of ePayment – Credit Cards, Debit Cards, Smart Cards, eCredit Accounts, eMoney/Cash
  - ii. Digital Signatures – Legal Positions of Digital Signatures, How Digital Signature Technology Works.
  - iii. Risks & ePayment system : Data protection, risk from mistakes & disputes- Consumer protection, Management Information Privacy, Managing Credit Risk.
- 4) eBusiness Communication

Introduction : Importance of eTechnology in eBusiness Communication, Modes of eBusiness communication, eBusiness Conferencing – Audio, Document, Telephone, Video Conferencing – Types Email in eCommerce, Mobile Communication.
- 5) eBanking :
  - i. Introduction concepts & meaning
  - ii. Electronic Fund Transfer – Automated Clearing house, Automated ledger posting, Electronic Money transfer eCheque.
  - iii. ATM, FOS, Telebanking.

- 6) Customer Relationship Management
  - i. Introduction, Definition, Electronic CRMC, Need for electronic CRM
  - ii. CRM Areas – CRM Components, CRM Architecture,
  - iii. Electronic CRM Applications.
- 7) eSecurity :
  - i. Introduction, Need for Security, Security concepts,
  - ii. Attacking methods – Cyber crimes, Cryptology, hacker, encryption.
  - iii. eCommerce security solutions – eLocking Techniques, eLocking product, eLocking services, Net Scape security solution.s
- 8) eMarkets :

On line shopping – On Line purchasing – Electronic Market – Three models of eMarkets – eAdvertising – eBranding.

**List of Books**

- 1) eCommerce – Concepts, Models, Strategies, CSV Murthy, Himalaya Publishing House
- 2) Basics of eCommerce – Legal & Security issues ISBN 81-203-2432-3
- 3) eCommerce : An Indian Perspective , 2<sup>nd</sup> Ed. PT Joseph, SJ