

Patliputra University Patna
Structure, Syllabus of the MDC U. G. Programme

Subject	Economics		
Semester	1 st , 2 nd and 3 rd		
Name of the Course	E-Commerce		
Credits	Theory 03	Practical/Tutorial -	Total 03
Contact Hours	03	-	03
Max. Marks:	100	Time: 3 Hrs.	
Internal Assessment Marks:	30		
End Term Exam Marks:	70		

Paper: E-Commerce

Unit 1: An overview of E-Business, Models, Types: Definitions, History and Developments; Characteristics, advantages and disadvantages, adoption and impact of; Types of e-Transactions – B2B, B2C, C2C, C2B etc., Electronic Storefronts, Electronic Storefronts, e-Marketplace, Affiliate and Hybrid Models (10 Contact Hours)

Unit 2: The E-Business Technology and E-Security: Understanding Networks - routing, switching and protocols; Web Presence – domain registration, website development and hosting; Web server hardware and software; Data centre services; Security – service providers, digital certificates, encryption, SSL; Digital signatures (10 Contact Hours)

Unit 3: Payment Systems and web customers, Social, ethical and legal aspects: cyber wallets, mobile payment, NFC, payment service providers – PayPal, Paytm etc.; payment gateways-standards, integration, banking and legal issues; Customer satisfaction and loyalty; banking and dispute resolution policies, cyber laws (10 Contact Hours)

References:

- David Whiteley, 2001: E-Commerce: Strategy, Technologies and Applications Paperback
- P. T. Joseph, 2015: E-Commerce: An Indian Perspective Paperback – Import, 30 Nov 2015
- Richard L. Brandt: One Click: Jeff Bezos and the Rise of Amazon.com Kindle Edition

Suggested Evaluation Methods

Internal Assessment: (30 Marks)

Class Participation: 05 Marks

Seminar/presentation/assignment/quiz/class test etc.: 10 Marks

Mid-Term Exam: 15 Marks