

MBAS 407: E- COMMERCE

Workload : 04 hours per week - Total credits: 04

Examination : 3 hours; 30 marks continuous evaluation & 70 marks final examination.

Objectives

1. The students can acquaint with moderns business practices.
2. Can have an overview of the role of technology in business transactions.
3. Helps to make them understand the pros and cons of E-commerce.
4. They can have knowledge about importance of E-commerce and M Commerce

Course Outcomes

1. Recognize the various E-commerce structures, forms and obstacles to effective E-commerce.
2. Equip the students to handle jobs in E-commerce business.
3. Manage the E-commerce organization.
4. To provide with the basic requirements of E-commerce.

Pedagogy : Lectures, assignments, practical exercises, discussions, seminars.

Module 1: Introduction to E-commerce: Introduction, E-commerce or Electronic Commerce- An Overview, Electronic Commerce – Cutting edge, Electronic Commerce Framework, Evolution of E-commerce: Introduction, History of Electronic Commerce, Advantages and Disadvantage of E-commerce, Roadmap of e-commerce in India

Module 2: E-commerce Infrastructure: Introduction, E-commerce Infrastructure-An Overview, Hardware, Server Operating System, Software, Network Website

Module 3: Managing the e-Enterprise: Introduction, e-Enterprise, Managing the e-Enterprise, E-business Enterprise, Comparison between Conventional Design and E-organisation, Organisation of Business in an e-Enterprise

Module 4: e-Commerce Process Models: Introduction, Business Models, E-business Models Based on the Relationship of Transaction Parties, e-commerce Sales Life Cycle (ESLC) Model

Module 5: Risks of Insecure Systems: Introduction, An Overview of Risks Associated with Internet Transactions, Internet Associated Risks, Intranet Associated Risks, risks associated with Business Transaction Data Transferred between Trading Partners

Module 6: Electronic Payment Systems: Electronic Payment Systems, Electronic Cash, Smart Cards and Electronic Payment Systems, Credit Card Based Electronic Payment Systems, Risks and Electronic Payment Systems, Management of Risk: Introduction, Introduction to Risk Management, Disaster Recovery Plans, Risk Management Paradigm

Module 7: Consumer Oriented Business: Consumer Market, One-to-One Marketing, Consumer Demographics, Maintaining Loyalty, Gaining Acceptance, Online Catalogue, the Pilot Catalogue, A Unique Search Engine

Module 8: Management Challenges and Opportunities: New Business Model, Required Changes in Business Processes, Channel Conflicts, Legal and Regulatory Environment for e-commerce, Security and Privacy, Managerial Opportunities

Reference Books:

1. Kenneth Laudon and Carol Traver, E-Commerce 2015, Business, technology, society, Global Edition (Kindle Edition), Pearson, Rs. 418-00
2. P T Joseph, E-Commerce: An Indian Perspective , PHI, Rs.346-00
3. DevidWhiteley, E-Commerce: Strategy, Technologies and Applications, 1st Edition, Tata Mcgraw Hill EducationRs. 563-00
4. Dave Chaffey, E - Business and E - Commerce Management: Strategy, Implementation and Practice, PHI, Rs. 590.00
5. P. Rizwan Ahmed, E-Business & E-Commerce, Margham Publications, Chennai, 600017, Rs. 150.00
6. PiyushSukhija, E- commerce: Opportunities and Challenges, Global India Publications Pvt. Ltd. New Delhi, Rs. 395-00



MANGALORE



UNIVERSITY

Mangalagangothri – 574199

DEPARTMENT OF BUSINESS ADMINISTRATION

in Association with

Internal Quality Assurance Cell (IQAC), Mangalore University

United Nations Development Programme (UNDP)

Seventh Sense People Development Solutions Pvt Ltd

Organizes

6 Days UNDP Entrepreneurship Development Training Program

06 December, 2021 to 11 December, 2021

Cordially Invite you to the
INAUGURAL FUNCTION

Dr. P Subrahmanya Yadapadithaya
Hon'ble Vice Chancellor, Mangalore University
Will inaugurate

Ms. Deeksha N
Mr. Keerthanraj T. S
Mr. Ashwin Kumar
District Community Mobilizers and EDP Trainer

Seventh Sense Sense People Development Solutions Pvt Ltd and Inquilab Inventions Foundations

In the Presence of
Prof Manjunatha Pattabi
Director, IQAC
Mangalore University
And
Prof. Puttanna K
Chairman
Department of Business Administration
Mangalore University

Date: 6th December, 2021

Time: 09.00 AM

Venue: MBA Seminar Hall

MANGALORE UNIVERSITY

6 Days UNDP Entrepreneurship Development Training Program

06 December, 2021 - 11 December, 2021

Report



6 Days UNDP Entrepreneurship Development Training Program was organised in the department in association with Internal Quality Assurance Cell (IQAC), Mangalore University, United Nations Development Programme (UNDP) and Seventh Sense People Development Solutions Pvt Ltd on 06 December, 2021 - 11 December, 2021.

The workshop was inaugurated by Prof. Puttanna. K, Chairman of the department and Mr. Keerthanraj T. S, District Community Mobilizer, Seventh Sense People Development Solutions Pvt Ltd. Experts from Seventh Sense People Development Solutions Pvt Ltd trained our participants on various issues relates to social entrepreneurship. They used both lecture and activity methods to train the participants. Their lecture covered broad aspects relates entrepreneurship.

Three resource persons Mr. Keerthanraj T. S, Ms. Deeksha N and Mr. Ashwin Kumar from Seventh Sense Sense People Development Solutions Pvt Ltd trained the participants. 61 students and 10 faculty members participated in the program. Certificate of participation is issued to all the participants on successful completion the training.