Program : B.Com. (Economics and Analytics)				Semester: I V			
Course : E-Commerce AY:2024-25				Code :			
Teaching Scheme				Evaluation Scheme			
Lecture	Practical	Tutorial	Credits	Theory		Practical	
				Internal	External	Internal	External
	Nil	Nil	02	20 Marks	30 Marks	Nil	Nil
Internal Component							
Class Test Duration 20 Mins		Assignments			Class Participation		
10 Marks		10 Marks			Nil		

Learning Objectives

- To understand the fundamental concepts of e-commerce, including its meaning, features, categories, advantages, and limitations, as well as the factors driving its growth and the challenges in its implementation.
- To explore the various trends in e-commerce across different sectors such as retail, banking, tourism, government, and education, including the emerging trends in mobile commerce (m-commerce) and the utilization of data analytics, artificial intelligence, and machine learning.
- To examine the application of e-business models, including bricks-and-clicks models, electronic data interchange (EDI), and website utilization as a digital marketing tool, as well as strategies for promoting web traffic and analyzing web analytics.

Learning Outcomes

Learners will be able to:
- Analyze the foundational concepts of e-commerce and evaluate its significance in modern business environments.
- Demonstrate an understanding of the diverse trends shaping the e-commerce landscape across different sectors, enabling them to identify opportunities and challenges in various e-commerce domains.
- Develop practical skills in implementing e-business models, leveraging digital marketing tools, and optimizing web traffic to enhance business performance and competitiveness in the digital marketplace.

Lecture, Audio-video clips, E-campaign analysis, development of social media marketing messages etc.

Detailed Syllabus Plan				
Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book
I	Introduction to E-commerce • Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages &Limitations of E-Commerce, Traditional Commerce &E-Commerce • Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Myths of E-Commerce • Trends in E-Commerce in Various Sectors: Retail, Banking, Tourism, Government, Education • Meaning of M-Commerce, Benefits of M-Commerce, Trends in M-Commerce • Use of Data Analytics, Artificial Intelligence and Machine Learning.	Lecture, Audio-video clips, E-campaign analysis, development of social media marketing messages etc.	10 lectures	• D Nidhi ,E-Commerce Concepts and Applications, ,Edn 2011, International Book house P.ltd • Bajaj Kamlesh K,E-Commerce-The cutting edge of Business
II	E-Business & Applications • E-Business: Meaning, Launching an E-Business, Different phases of Launching an E-Business • Bricks and Clicks business models in E-Business: Brick and Mortar, Pure Online, Bricks and Clicks, Advantages of Bricks &Clicks Business Model,Superiority of Bricks and Clicks E-Business • Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI. • Website as Digital Marketing Tool, Web Analytics • Promoting Web Traffic	Lecture, Audio-video clips, E-campaign analysis, development of social media marketing messages etc.	10 lectures	• Whiteley David, E-Commerce Technologies and Apllications-2013 • E-Business & E-Commerce Management 3rd Ed, Pearson Education