



MANGALORE UNIVERSITY

Department of Commerce

CMH504: E-Commerce

Work load: 3 hours lecture and 2 hours tutorial per week: total 4 credits

Learning Objectives:

- To understand the nature of E-Commerce business and its various dimensions.
- To Identify the various strategies and advanced concept of web-based commerce.
- To understand the importance and role of E-Commerce and M-Commerce business environment.
- To provide insights to the students on E-Commerce models.

Course Outcomes:

1. Enables the students to know the E-Commerce framework and familiarizes with e-commerce and World Wide Web & the applications of electronic data interchange.

Unit-1: Electronic commerce: Nature and scope of E-Commerce and M-Commerce; Global- E-Commerce; business environment, Evolution of world wide web and future status of web-based business role of web site in E-Commerce, alternative modes of customer relationship management, e-mail etiquette and e-mail security.

Unit-2: E-Commerce models: B2B, B2C, C2C, B2G, O2O and other models of E-Commerce, service digitalization, remote servicing and online Marketing.

Unit-3: Electronic Payment System: Different types of E-payments, E –cash, E-cheques, credit cards, smart cards, electronic purses and debit cards, legal risks of E-payment and options of E-payment system.

Unit-4: Conflicts in E-Commerce business: Features and perceptions of E-Commerce- Conflicts, functional and dysfunctional conflicts in E-Commerce, levels of conflicts, causes of conflicts in E-Commerce and conflict resolution and negotiation through e-mail and its strategies.

Unit-5: Security issues in E-Commerce: Digital identity and electronic signature, E-Commerce Security, E-Commerce Threats, Protecting from E-Commerce Threats, Security tools, Encryption and its roles in E-Commerce Business.

Unit-6: E-Commerce Policy: Recent issues, language and culture in E-Commerce, legal environment in E-Commerce, its border and jurisdiction, contracting and contracting enforcement; National and International Cyber – Laws, ethical and moral issues in E-Commerce.

References:

1. Laudon Kenneth C. and Carol Guercio Traver (2002) E-Commerce: Business, Technology,

- Society.(New Delhi : Pearson Education).
2. Awad Elias M.(2007), Electronic Commerce: From Vision to Fulfillment (New Delhi : Pearson Education).
 3. Kalakota Ravi and Marcia Robinson (2001), Business 2.0: Roadmap for success (New Delhi : Pearson Education).
 4. Smith P.R. and Dave Chaffey (2005), E-marketing, excellence; The Heart of E-Business (UK : Elsevier Ltd.)
 5. Lewicki Roy et.al : „Negotiation ; McGraw Hill Education India Pvt. Ltd. (5th Edition) New Delhi – 2013.
 6. Singh B.D. „, Managing Conflict and negotiation, Excel Books, New Delhi –2008.



