

**UNIVERSITY OF MADRAS**  
**BACHELOR OF COMPUTER APPLICATIONS (B.C.A.)**  
**SYLLABUS WITH EFFECT FROM 2020-2021**

**BCA-DSC11**

**CORE-XI: E-COMMERCE TECHNOLOGIES**

**II YEAR / IV SEM**

**OBJECTIVES:**

- To provide students with an overview and understanding of e-commerce with a specific emphasis on Internet Marketing.
- To explore the major issues associated with e-commerce-security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities.

**OUTCOMES:**

- Obtain a general understanding of basic business management concepts.
- Have complete knowledge about basic technical concepts relating to E-Commerce.
- Obtain thorough understanding about the security issues, threats and challenges of E-Commerce.

**UNIT - I**

History of E-commerce and Indian Business Context: E-Commerce –Emergence of the Internet – Emergence of the WWW – Advantages of E-Commerce – Transition to E-Commerce in India – The Internet and India – E-transition Challenges for Indian Corporate. Business Models for E-commerce: Business Model – E-business Models Based on the Relationship of Transaction Parties - E-business Models Based on the Relationship of Transaction Types.

**UNIT - II**

Enabling Technologies of the World Wide Web: World Wide Web – Internet Client-Server Applications –Networks and Internets – Software Agents – Internet Standards and Specifications – ISP. e-Marketing :Traditional Marketing – Identifying Web Presence Goals – Online Marketing – E-advertising – E-branding.

**UNIT - III**

E-Security: Information system Security – Security on the Internet – E-business Risk Management Issues – Information Security Environment in India. Legal and Ethical Issues : Cybers talking – Privacy is at Risk in the Internet Age – Phishing – Application Fraud – Skimming – Copyright – Internet Gambling – Threats to Children.

**UNIT - IV**

e-Payment Systems: Main Concerns in Internet Banking – Digital Payment Requirements – Digital Token-based e-payment Systems – Classification of New Payment Systems – Properties of Electronic Cash – Cheque Payment Systems on the Internet – Risk and e-Payment Systems – Designing e-payment Systems – Digital Signature – Online Financial Services in India - Online Stock Trading.

**UNIT - V**

Information systems for Mobile Commerce: What is Mobile Commerce? – Wireless Applications –Cellular Network – Wireless Spectrum – Technologies for Mobile Commerce – Wireless Technologies –Different Generations in Wireless Communication – Security Issues Pertaining to Cellular Technology. Portals for E-Business: Portals – Human Resource Management – Various HRIS Modules.

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**TEXT BOOK:**

1. P.T.Joseph, S.J., “*E-Commerce - An Indian Perspective*”, PHI 2012, 4<sup>th</sup> Edition.

**REFERENCE BOOKS:**

1. David Whiteley , “*E-Commerce Strategy, Technologies and Applications*”, Tata McGraw Hill, 2001.
2. Ravi Kalakota, Andrew B Whinston, “*Frontiers of Electronic Commerce*”, Pearson 2006, 12<sup>th</sup> Impression.

**WEB REFERENCES:**

- <https://www.docsity.com/en/e-commerce-notes-pdf-lecture-notes-university-level/2484734/>
- <https://magnetoitsolutions.com/blog/advantages-and-disadvantages-of-ecommerce>
- [https://www.researchgate.net/publication/320547139ECommerce Merits and Demerits A Review Paper](https://www.researchgate.net/publication/320547139ECommerce_Merits_and_Demerits_A_Review_Paper)