

SEMESTER – I

Core –Digital Business Models

Instructional Hrs :60

Sub. Code: 16CEUC102

Max. Marks: CIA -25; ESE -75

Credits: 3

Objectives:

- To enable the students to acquire basic knowledge of E-commerce business models.
- After the successful completion of the course the student must know the concepts of Digital Marketing.

UNIT- I

12 Hrs.

Introduction to Electronic Commerce: Evolution and trends in E-Commerce- Features of E-Commerce - Objectives of E-commerce-Advantages and Disadvantages of E-Commerce - Impact of E-Commerce - Forces driving E-Commerce

UNIT- II

12 Hrs.

E-Commerce Business Models: Introduction–Business to Consumer Model – Business to Business Model – Consumer to Business Model – Consumer to Consumer Model – Business to Employee Model – Business to Government Model - Revenue Model: Advertising Revenue Model- Subscription Revenue Model- Transaction Fee Revenue Model- Sales Revenue Model- Affiliate Revenue Model.

UNIT- III

12 Hrs.

Applications of E-Commerce: Retailing –Service Sector – Obstacles.

Mobile Commerce: Factors that drive Mobile Commerce - Advantages – Applications of Mobile Commerce

UNIT- IV

12 Hrs.

Electronic Payment System: Introduction – Benefits – Methods: Credit Cards – Debit Cards –Smart Cards – E-cash – E-Cheque – Electronic Wallet – Automated Clearing House (ACH) – Essential Security Requirements : Cryptography – Digital Signature

UNIT- V

12 Hrs.

Digital Marketing: Introduction– Advantages - Features- Channels: Social media marketing -Email Marketing - Mobile Marketing - Social Networking.

Digital Advertising: Forms of Web Advertising - Advantages - Limitations.

Note: *Italics* denote topics for self study.

Skill Based Components: (Not for End Semester Examinations)

- Visit a bank get terms and conditions relating to E-Payment system
- Visit a Government website and collect services provided by the government through online

TEXT BOOK

Study Material

BOOKS FOR REFERENCE

1. **NidhiDhawan**, *Introduction to E-Commerce*, International Book House P.Ltd, New Delhi, 2nd Revised Edition, 2011.
2. **Jaiswal.S.**, *E- Commerce*, Galgotia Publications Pvt.Ltd,New Delhi,3rdRevised Edition, 2009.
3. **Dr.C.S.Rayudu**, *E-Commerce &E-Business*, Himalaya Publishing House, New Delhi, 3rdRevised Edition, 2008.
4. **P.T.Joseph**, *E- Commerce*, Prentice Hall of India Pvt.Ltd, New Delhi, 4thRevised Edition, 2009.
5. **Dr. K.Abirami Devi & Dr. M.Alagammai**, *E.Commerce*, Margham Publications, Chennai, 1st Edition 2009, Reprint, 2014.