Naipunnya School of Management
Cherthala

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TO REACH THE UNREACHED

Department of Computer Science and Applications

ADD-CSA-02: Certificate in E-Commerce

Head of the Department
Dept of Computer Science and Applications
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FR. BAIJU GEORGE
PRINCIPAL
NAIPUNNYA SCHOOL OF MANAGEMENT

ADD-CSA-02: Certificate in E-Commerce (30 Hours)

Aim

- The goal of this course is to familiarize students with the basic concepts of e-commerce

Course Objective

- To Analyze the impact of E-commerce on business models and strategy.
- To Describe the major types of E-commerce.
- To Explain the process that should be followed in building an E-commerce presence.
- To Identify the key security threats in the E-commerce environment.
- To Describe how procurement and supply chains relate to B2B E-commerce.

Syllabus

Module1: E-commerce - Definition - Types - Internet shopping - Advertising in e-commerce – Ecommerce for service industry - use of social media for promotion.

Module 2: Internet Banking - Electronic Payment System - Concept of E-cash – flow chart- digital signature- Electronic Fund Transfer - Debit and Credit card system – security issues, M-commerce.

Module 3: E-business: - Definition – Components of e-business - steps in building an e-business application - Online web site design to promote online sales of a product or service - Use Google SITES free resources for designing website.

Course Outcome

- Understand the basic concepts and technologies used in the field of management information systems;
- Have the knowledge of the different types of management information systems;
- Understand the processes of developing and implementing information systems;
- Be aware of the ethical, social, and security issues of information systems;

NAIPUNYA SCHOOL OF MANAGEMENT
Near Manorama Jn:
Chertthala
Pin-688 524

References

1. WebCommerceTechnologyHandbook, by DanielMinoli, EmmaMinoli, McGraw
2. Frontiers of electronic commerce by Galgotia.
3. Emerging Markets and E-Commerce in Developing Economies: - Kamel Rouibah

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