

**Department of Commerce and Management Studies**  
**Markaz Arts and Science College, Athavanad, Malappuram, Kerala**

[Affiliated to University of Calicut]

DEPARTMENT: Department Of Management Studies

CERTIFICATE COURSE 2020-21 YEAR

Name of Course : Certificate in E Commerce

Code: BBACE01.

Certificates Course

Ecommerce

The course help students to acquire more practical knowledge in E Commerce and it helps students to easily access the basic components of E Commerce The course consists 30hours including practicals .

Objectives

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Define E-Marketplaces and list their components.

List the Major types of Electronic Markets and describe their features.

Describe the types of Intermediaries in EC and their roles.

Describe electronic Catalogs, Shopping carts, and search Engines.

Outcomes

\* The, students will be able to understand the basic

concepts and technologies used in the field of E. Commerce

\*The students will understand the processes of developing and implementing E. Commerce

To be aware of the ethical, social, and security issues of E Commerce

## Syllabus

### E.Commerce (30 Hours)

Module 1: Introduction to E-Business and E-Commerce:- Define the e-Commerce and e-Business, Define e-Commerce Types of EC transactions. Define e-Business Models. Internet Marketing and e-Tailing. Elements of e-Business Models. Explain the benefits and limitations of e-Commerce. (5 hours)

Module 2: -Marketplaces: Structures, Mechanisms, Economics, & impacts:- Define e-Marketplace and Describe their Functions. Explain e-Marketplace types and their features. Discuss the benefits, limitations and impacts of auctions. E-Commerce in the wireless environment. (5 hours)

Module 3: E-Business applications, E-Procurement and E-Payment Systems:- Integration and e-Business suits. ERP, e-SCM, CRM, E-Payment. (10 hours)

Module 4: The Impact of E-Business on Different Fields and Industries:- E-Tourism · Employment and Job Market Online · Online Real Estate. Online Publishing and e-Books. (10 hours)

### REFERENCE

E.Commerce ,Business Technology, Society –Kennath C. Laudon—Pearson ,

E.Commerce Technology – V Rajaraman