

SEMESTER –II			
Core VIII		E – Commerce	
Code: 17PCOC24	Hrs/Week: 6	Hrs/Sem: 90	Credits : 5

Objective:

To enable the students gain knowledge about e-commerce and its various components.

Unit I - Introduction to E-Commerce:

Meaning and concept, Electronic Commerce Vs. Traditional commerce - Media convergence - E-commerce and e-business - channels of e-commerce - Business application of e-commerce - Need for e-commerce - e-commerce as an electronic trading system - special features.

Business models of E-commerce and Infrastructure: E-commerce models -supply chain management - M-Commerce – Teleshopping - Telemarketing - Point of sales system.

Unit II - Business to consumer E-commerce:

Cataloguing, order planning and order generation - cost estimation and pricing - order receipt and accounting -order-selection and prioritization - order scheduling - order fulfilling and delivery - order billing and payment management - post sales services. Electronic Data Interchange (EDI):- Introduction –Definition – Benefits - EDI Technology - EDI standards- EDI Communication - EDI implementation - EDI Agreements - EDI security.

Unit III - Electronic payment systems:

Special features required in payment systems for e-commerce - Types of e-payment systems - E-Cash and currency servers - e-cheques - credit cards - smart cards - electronic purses and debit cards - Business issues and economic implications - operational credit and legal risks of e-payment systems - Risk management options in e-payment systems - components of an effective electronic payment system.

Unit IV - Internet and E-banking:

Evolution of Internet - Growth of Internet - Gateway to digital world - Internet Governance - world wide web - Dynamics of Internet banking - Intranet and Internet portals - E-sourcing - E-Trading -Advertising and Marketing through Internet.

Unit V- Security issues in E-commerce:

Need for Security – Security Concepts - Areas of Internet Security - Cyber Crimes: - Deception - Intrusion - Bugs - Encryption - Cryptography - Certificate based Security -- Digital Signature - E-Commerce Security Solutions - Security Precautions in E-Commerce - Transaction Security - PKI - Firewalls - Secure Socket Layer (SSL) - Secure Electronic Transaction (SET) - Advantages of SET - Corporate Digital Library, - Regulatory and legal Framework of E-commerce: Cyber laws, aims and salient provisions; cyber-laws in India and their limitations.

Text Book:

DrC.S.Rayudu, E-Commerce, Himalaya Publishing House.

Reference Books:

- 1 David Whiteley E-commerce, Strategy, Technologies and Applications, Tata McGraw Hill Publishing Company
- 2 T.M. Bhashin, E-commerce in Indian banking, Authors Press, New Delhi
- 3 S. Jaiswal, E-commerce – Galgotia Publications Pvt. Ltd

SEMESTER – III			
Self-Study Paper – Web Marketing			
Code : 17PCOSS3			Credit : 2

Objective

To enable the students to have in depth knowledge of online marketing

Unit I :

Online marketing – meaning – definition – evaluation – function of online marketing – advantages and disadvantages of online marketing – differences between online and internet marketing.

Unit II:

Strategy and Planning for Internet Marketing - Traditional Offline Businesses in the Online World - Internet strategy: virtual value chain, dis-intermediation, cybermediaries.

Unit III:

Introduction to Internet Marketing - Mapping fundamental concepts of Marketing - Role of the Internet – limitations - technological development, development of ecommerce, different commercial models, diverse roles of websites.

Unit IV:

Email Marketing – meaning – advantages and disadvantages in email marketing – steps in creating email ID for personal and business use – evolution of email marketing and its growth

Unit V:

Trust in Internet Marketing - Ethical and Legal Issues - Internet of the future: “Customerization” – Internet marketing in India - Global Internet Marketing – problems of web marketing in India

Text Book

Philip Kotler, Marketing Management., Tata McGraw Hill., New Delhi.

Reference Books:

1. Dr.C.S.Rayudu, E-Commerce, Himalaya Publishing House.
2. David Whiteley, E-Commerce Strategy, Technologies and applications, Tata McGraw Hill, New Delhi

SEMESTER IV			
Core XII(Common)		Organisational Behaviour	
Code: 17PMCC41	Hrs/Week: 6	Hrs/Sem: 90	Credits: 4

Objective:

To enable the students to understand the various dimensions of organizational behaviour.

Unit-I Introduction to Organisational Behaviour and Personality:

Organizational Behaviour: Definition- Nature and Scope –Objectives –Evolution- Models of Organisational Behaviour – Autocratic – Custodial- Supportive - Collegial. Personality: Definition-Determinants of Personality-Types of Personality- Theories of Personality-Sigmund Freud's four stages of Personality - Ericson's eight life stages.

Unit-II Perception, Attitude and Learning:

Perception: Definition- PerceptionProcess- Factors affecting Perception.

Attitude: Concepts- Formation of Attitude- Types of Attitude - Measurement of Attitude.Learning: Meaning - Definition- Determinants of Learning- Learning Theories- Classical Conditioning- Operant Learning- Cognitive Theory- Social Learning Theory.

Unit-III Motivation and Leadership:

Motivation: Meaning – Concepts- Theories of Motivation-Maslow's Hierarchy of Needs - Herzberg's Two Factor Theory -McGregor's Theory Xand Theory Y.

Leadership: Definition – Functions- Leadership Styles- Leadership Theories-Trait Theory- Behavioral Theory - Managerial Grid Theory.

Unit-IV Group Behaviour and Team Building:

Group Behaviour: Definition- Characteristics of a Group-Types of Groups- Group Formation and Development- Group Role- Inter-Group Behaviour-Inter-Group Conflict-Group Decision Making. Team Building: Meaning- Types of Team- Team Building Process.

Unit-V Organisational change, Development and Effectiveness:

Organisational Change and Development: Reasonsfor Organistional Change- Types of Change -PlannedChange - Resistance to Change and Managing Change.

Organisational Development (OD): Meaning – Objectives- Models of OD and OD Interventions Organisational Effectiveness: Definition - Approaches to Organisational Effectiveness –Factors Influencing Organisational Effectiveness.

Text Books:

1. S.S. Khanka – Organisational Behaviour S.Chand &Co Ramnagar New Delhi

References:

1. K. Aswathappa Organisational Behaviour Himalaya Publishing House , Mumbai
2. Fred Luthans Organisational Behaviour McGraw Hill International Edition
3. Stephen. P. Robbins, Essentials of Organisational Behaviour, Prentice Hall of India, New Delhi

SEMESTER –I			
Core IV Entrepreneurial Development			
Code:19PCOC14	Hrs/Week: 6	Hrs/Sem: 90	Credits : 4

Vision:

To activate entrepreneurial spirit and to know about financial assistance provided by government and private institutions for innovative pursuits.

Mission:

To enable the students to understand the various aspects of Entrepreneurship and to analyse the entrepreneurial traits.

Course outcomes:

Co. No.	Upon completion of this course, students will be able to	PSOs addressed	CL
CO-1	Understand the significance of entrepreneurial skills.	1,4	Un
CO-2	Understand the export potential of small entrepreneurs.	2,4	Ap
CO-3	Know the financial assistance to small entrepreneurs	3,4,5	Ev
CO-4	Know the scope for rural industries.	1,4	Un
CO-5	Know the institutional support provided to small entrepreneurs	1,4,8	Ap
CO-6	Understand the procedure for setting up for MSME'S.	1,6	Un
CO-7	Understand the process of preparation of project report for industries.	3,4	Ap
CO-8	Study the impact of Women Entrepreneur in socio economic development	2,6,8	Ev

SEMESTER – I			
Core IV Entrepreneurial Development			
Code: 19PCOC14	Hrs/Week: 6	Hrs/Sem: 90	Credits : 4

Unit I Introduction:

Entrepreneurship – meaning – concepts – importance – Functions - Entrepreneurship and economic development – Factors influencing entrepreneurial growth – Motivation – Meaning – Theories: Maslow's need Hierarchy theory - Achievement Motivation theory- Acquired Needs Theory

Unit II Rural Entrepreneurship:

Entrepreneurship – Competence – meaning – qualities of entrepreneurs– Types – Rural entrepreneurship- need – problems – prospects.

Unit III Institutional support to entrepreneurs:

MSMEs -Institutional support to entrepreneurs- NAYE – ITCOT – SIPCOT – Industrial estates – SISI – NPC, DIC –SIDBI- Functions- Procedure for setting up of MSMEs - Concessions – Incentives and subsidies.

Unit IV Export Potential of Small Entrepreneurs:

Small enterprises— Export potential – Constraints – Institutional set up for export assistance –Director of exhibitions – Director of commercial intelligence – Export promotion council –Trade representatives of India abroad – Trade development authority - Export promotion assistance – Export houses and Trade houses in India – Export procedure –Types of documents- Export incentives –Tax incentives for exports.Special Economic zone.

Unit V Women Entrepreneurship:

Concept of women entrepreneurship – Functions and role – Trend in the development of women entrepreneurship – Financial assistance – Grant assistance – Marketing assistance – Self Help Group members – Impact of SHGs in socio- economic development.

Text Book

Khanka S.S . Entrepreneurial Development S.Chand&Co Ltd. New Delhi

Books for Reference:

1. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House.Mumbai.
2. Donald F.Kuratko, Entrepreneurship Development and small business, TATA McGraw Hill, New Delhi.
3. RangaRajan L EntrepreneurshipDevelopmentSriRangaPublications,Rajapalayam.
4. Gupta C.B and Srinivasan N.P, Entrepreneurial Development, Sultan Chand & Sons, New Delhi.

SEMESTER II			
Core VI(Common Core)		Organisational Behaviour	
Code: 19PMCC21	Hrs/Week: 6	Hrs/Sem: 90	Credits: 4

Vision: To make the students familiarise with managing the human assets in business and to become an effective manager

Mission: To enable the students to understand the various dimensions of Organizational Behaviour

Course Outcomes:

CO No.	On completion of this course, students will be able to	PSO's addressed	Cognitive Level
CO – 1	Understand the various dimensions of organizational behavior and models.	1,2	Un
CO – 2	Understand the process of perception, concepts of attitude	1,5	Un
CO – 3	Familiarise with the learning theories	5,8	Ev
CO-4	Familiarise with the theories of motivation	4,5,8	Ev
CO-5	Understand the various leadership styles and theories	4,5,8	Un
CO -6	Understand the transactional analysis, group dynamics and conflicts	1,5	Un
Co - 7	Understand the team building process	1,5	Un
Co - 8	Understand the organsational change development and effectiveness	5,8	Un

SEMESTER II			
Core VI (Common Core)		Organisational Behaviour	
Code: 19PMCC21	Hrs/Week: 6	Hrs/Sem: 90	Credits: 4

Unit-I Introduction to Organisational Behaviour and Personality:

Organizational Behaviour: Definition- Nature and Scope –Objectives –Evolution- Models of Organisational Behaviour – Autocratic – Custodial- Supportive – Collegial - Personality: Definition-Determinants of Personality-Types of Personality- Theories of Personality-Sigmund Freud's four stages of Personality - Ericson's eight life stages.

Unit-II Perception, Attitude and Learning:

Perception: Definition- PerceptionProcess- Factors affecting Perception - Attitude: Concepts- Formation of Attitude- Types of Attitude - Measurement of Attitude.Learning: Meaning - Definition- Determinants of Learning- Learning Theories-Classical Conditioning- Operant Learning- Cognitive Theory- Social Learning Theory.

Unit-III Motivation and Leadership:

Motivation: Meaning – Concepts- Theories of Motivation-Maslow's Hierarchy of Needs - Herzberg's Two Factor Theory -McGregor's Theory Xand Theory Y - Leadership: Definition – Functions- Leadership Styles- Leadership Theories-Trait Theory-Behavioral Theory - Managerial Grid Theory.

Unit-IV Group Behaviour and Team Building:

Group Behaviour: Definition- Characteristics of a Group-Types of Groups- Group Formation and Development- Group Role- Inter-Group Behaviour-Inter-Group Conflict-Group Decision Making. Team Building: Meaning- Types of Team- Team Building Process.

Unit-V Organisational change, Development and Effectiveness:

Organisational Change and Development: ReasonsforOrganistional Change- Types of Change -PlannedChange - Resistance to Change and Managing Change. Organisational Development (OD): Meaning – Objectives- Modelsof OD and OD Interventions Organisational Effectiveness: Definition - Approaches to Organisational Effectiveness –Factors Influencing Organisational Effectiveness.

Text Book:

S.S. Khanka – Organisational Behaviour S.Chand & Co Ramnagar New Delhi

References:

1. K. Aswathappa- Organisational Behaviour Himalaya Publishing House , Mumbai
2. Fred Luthans - Organistional Behaviour McGraw Hill International Edition
3. Stephen. P. Robbins - Essentials of Organisational Behaviour, Prentice Hall of India, New Delhi.

SEMESTER –II			
Core X Financial Markets and Institutions			
Code: 19PCOC25	Hrs/Week: 4	Hrs/Sem: 60	Credits : 4

Vision:

Enable students to know trading on equity

Mission:

To provide the students with an understanding of the structure, organizations and working of financial markets and institutions in India.

Course Outcomes:

CO No.	Upon completion of this course, students will be able to	PSO's addressed	Cognitive Level
CO – 1	Understand the various types and features of negotiable instruments like promissory note, bill of exchange and cheque.	1,3	Un
CO – 2	Understand the constitutions, management and functions of RBI and commercial banks.	1,3,4	Ap
CO - 3	Understand the present banking system of E-banking and its merits and constraints.	1,2,6	Ap
CO-4	Familiarise with the capital markets.	1,4	Ap
CO-5	Understand the various mutual funds prevailing in various financial institutions.	1,6	Un
CO – 6	Understand various money market instruments and their utility	1,3,4	Ap
CO – 7	Gain knowledge on merchant banking and services rendered by merchant banks.	1,2,6	Ap
CO - 8	Learn the importance of stock exchange and their functioning	1,3,4	Ap

SEMESTER –II			
Core X Financial Markets and Institutions			
Code: 19PC0C25	Hrs/Week: 4	Hrs/Sem: 60	Credits : 4

Unit I- Introduction:

Financial System - Functions – Concepts of Financial System - Indian Financial System – The post 1951 period – Weaknesses of IFS – Development of financial System in India.

Unit II - Money Market:

Definition – Money Market vs Capital Market – Features of a Money Market – Importance of Money Market- Composition of Money Market – Call Money Market – Commercial Bills Market or Discount Market – Treasury Bill Market – Money Market Instruments – Commercial Papers – Certificate of Deposits (CD) – Inter-bank Participation Certificate – Repo Instruments – Structure of Indian Money Market – Features or Deficiencies of Indian Money Market – Recent Developments.

Unit III - Capital market:

Meaning – Stock Exchange – Distinction and relationship between New Issue Market and Stock Exchange – Functions of New Issue Market – Methods of Floating New Issues – Functions / Services of Stock Exchanges –Listing of Stock Exchanges and Securities – Advantages and Drawbacks of Listing - SEBI guidelines for Primary market and Secondary market.

Unit IV - Mutual funds:

Introduction– Scope of Mutual Fund – Definition – Types of Funds / Classification of funds – Importance of Mutual Funds – Commercial Banks and Mutual Funds – Mutual Funds in India.

Unit V - Merchant Banking:

Definition – Merchant Banks and Commercial Banks – Services of Merchant Banks – Qualities Required for Merchant Bankers – Scope for Merchant Banking in India. FDI – types – Factors influencing FDI – FDI in India .

Text Book:

E.Gordon and K.Natarajan, Financial markets and Services – Himalaya Publishing House.(2011).

Books for Reference:

1. Avadhani, Investment and Securities Market in India-Himalaya Publishing House.
2. Reserve Bank of India – Various Reports – RBI Publications.
3. Gurusamy S - Financial Service and System – Vijay Nichole, Chennai (2011)

SEMESTER –I				
Core IV		Entrepreneurial Training and Development		
Course Code:	21PCOC14	Hrs/Week: 6	Hrs/Sem: 90	Credits : 4

Objectives

- To activate entrepreneurial spirit and to know about financial assistance provided by government and private institutions for innovative pursuits.
- To enable the students understand the various aspects of Entrepreneurship and to analyse the entrepreneurial traits.

Course Outcomes:

Co. No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	understand the significance of entrepreneurial skills.	1,4	Un
CO-2	know the scope for Rural Entrepreneurship	2,4	Ap
CO-3	study the concept of Women Entrepreneur	3,4,5	Ev
CO-4	training the procedure for setting up for MSME'S.	1,4	Un
CO-5	preparation of Project Report by Entrepreneurs	1,4,8	Ap
CO-6	describe Project Appraisal	1,6	Un
CO-7	evaluate guidance to Entrepreneurs for Export	3,4	Ap
CO-8	identify the institutional support provided to Entrepreneurs	2,6,8	Ev

SEMESTER – I			
Core IV Entrepreneurial Training and Development			
Course Code: 21PCOC14	Hrs/Week: 6	Hrs/Sem: 90	Credits : 4

Unit : I Introduction

15 Hrs

Entrepreneurship – Meaning – Concepts- Importance- Functions - Entrepreneurship and Economic Development - Factors influencing entrepreneurial growth- Competence- Qualities of entrepreneurs– Types of Entrepreneurs

Unit : II Rural Entrepreneurship, Women Entrepreneurship, MSME

19 Hrs

Rural entrepreneurship- Need – Problems – Prospects - Concept of Women Entrepreneurship – Functions and Role – Financial assistance – Grant assistance – Marketing assistance – MSME- Procedure for setting up of MSMEs - Opportunities for MSME

Unit : III Project Identification, Formulation, Appraisal

18 Hrs

Meaning of Project- Project Identification-Project Selection- Formulation of a Project Report- Project Appraisal- Steps in Project Appraisal- Common Errors in Project Appraisal

Unit : IV Export Assistance to Entrepreneurs

20 Hrs

Export potential – Constraints – Institutional set up for export assistance –Director of exhibitions – Director of commercial intelligence – Export promotion council –Trade representatives of India abroad – Trade development authority - Export promotion assistance – Export houses and Trade houses in India –Export procedure –Types of documents- Export incentives –Tax incentives for exports.

Unit : V Institutional support to Entrepreneurs

18 Hrs

Institutional support to entrepreneurs- NAYE – ITCOT – SIPCOT – Industrial estates –SISI – NPC, DIC –SIDBI- Functions- - Concessions –Incentives and subsidies.

Text Books

1. Khanka S.S. *Entrepreneurial Development*. New Delhi: S.Chand & Co Ltd, Revised edition. 2020.
2. Gupta C.B and Srinivasan N.P. *Entrepreneurial Development*. New Delhi: Sultan Chand& Sons, 1st Revised edition 2020.

Books for Reference:

1. Vasant Desai. *Dynamics of Entrepreneurial Development and Management*. Mumbai: Himalaya Publishing House, 6th Revised Edition 2018.
2. Donald F.Kuratko. *Entrepreneurship Development and Small Business*. New Delhi: Tata McGraw Hill, 9th edition 2004
3. RangaRajan L. *Entrepreneurship Development*. Rajapalayam:Sri Ranga Publications, 2nd edition 2018.

SEMESTER –II			
Core X		Financial Markets and Institutions	
Course Code: 21PCOC25	Hrs/Week: 5	Hrs/Sem: 75	Credits : 4

Objectives

- To enable students to understand the concept of financial system.
- To provide the students with an understanding of the structure, organization and working of financial markets and institutions in India.

Course Outcomes:

CO No.	Upon completion of this course, students will be able to	PSO addressed	Cognitive Level
CO-1	understand the concepts of financial system, money market and its types	1,2	Un
CO-2	understand the constitutions, management and functions of Stock Exchange and SEBI	1,3,4	Un
CO-3	understand the present trading in stock exchanges and its merits and process.	1,2,6	Un
CO-4	examine the capital markets.	1,3	Ap
CO-5	understand the financial institutions that cater the ways of trading in OTCEI, BSE and NSE	1,6	Un
CO-6	understand various money market instruments and their utility	1,3,4	Un
CO-7	examine Depository System and its activities	1,2,6	Ap
CO - 8	examine the importance of stock exchange and their functioning under Depository and NSDL	1,3,4	Ap

SEMESTER –II			
Core X		Financial Markets and Institutions	
Course Code: 21PCOC25	Hrs/Week: 5	Hrs/Sem: 75	Credits : 4

Unit I Introduction

10 Hrs

Financial System - Functions – Concepts of Financial System - Indian Financial System –The post 1951 period – Weaknesses of IFS – Development of Financial System in India.

Unit II Money Market

15 Hrs

Definition – Money Market vs Capital Market – Features of a Money Market - Importance of Money Market- Composition of Money Market – Call Money Market – Commercial Bills Market or Discount Market – Treasury Bill Market – Money Market Instruments – Commercial Papers – Certificate of Deposits (CD) – Inter-bank Participation Certificate – Repo Instruments –Structure of Indian Money Market – Features or Deficiencies of Indian Money Market – Recent Developments.

Unit III Capital Market

15 Hrs

Meaning – Stock Exchange – Distinction and Relationship between New Issue Market and Stock Exchange – Functions of New Issue Market – Methods of Floating New Issues – Functions / Services of Stock Exchanges –Listing of Stock Exchanges and Securities – Advantages and Drawbacks of Listing - SEBI Guidelines for Primary Market and Secondary Market.

Unit IV Capital Market Institutions

20 Hrs

Over The Counter Exchange of India(OTCEI)- Features – Promoters and Participants – Trading in OTCE – National Stock Exchange (NSE) of India – Objectives - Features – Bombay Stock Exchange (BSE) – Segments – Stock Indices. Credit Rating: Meaning – Functions – Benefits – Credit Rating Agencies: CRICIL – IICRA and CARE

Unit V Depository System

15 Hrs

Definition and Meaning-Activities and Process of Depository – Trading in Depository System – Depository System in India – SEBI (Depositories and Participants) Regulation Act, 1996 – Depository Process in India – Benefits of Depository System – NSDL – CSDL – Drawbacks – Remedial Measures.

Text Book:

1. Gordon E. and Natarajan K. Financial Markets and Services. Mumbai: Himalaya Publishing House, edition.2015, Reprint 2021.

Books for Reference:

1. Reserve Bank of India. Various Reports. RBI Publications, 2021.
2. Gurusamy S. Financial Service and System. Chennai: Vijay Nichole Imprints Pvt Ltd, 2009 Edition, Reprint 2014.

SEMESTER –II			
Elective I	B	Green Marketing	
Course Code: 21PCOE21	Hrs/Week: 5	Hrs/Sem: 75	Credits : 4

Objective

- Increase the consciousness about Green Products.
- Make the students understand the importance of Green Marketing on consumer satisfaction and environmental safety.

Course Outcomes:

Co.No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO-1	discuss the concept of Green market and Green products.	1,3	Un
CO-2	assess Green Marketing and its significance.	2,4	An
CO-3	Identify the factors that affect purchase decision of consumers.	3,6	Un
CO-4	appraise the laws that promote Green Marketing.	1,8	Ev
CO-5	manage e waste.	1,8	Ap
CO-6	use Eco friendly products.	4,6	Ap
CO-7	Initiate adoption of green initiatives.	5,7	Ap
CO-8	appraise the green environment policies.	1,7	An

SEMESTER –II			
Elective I	B	Green Marketing	
Course Code: 21PCOE21	Hrs/Week: 5	Hrs/Sem: 75	Credits : 4

Unit I Green Product and Green Marketing 15 Hrs

Green Product - Green Marketing - Evolution of Green Marketing - Importance of green marketing - Benefits of Green Marketing- Adoption of Green Marketing- Green Marketing Mix – Strategies to Green Marketing

Unit-II Green Marketing Concepts 15 Hrs

Green Spinning – Green Selling – Green Harvesting – Enviropreneur Marketing - Compliance Marketing – Green Washing – Climate Performance Leadership Index

Unit-III Green Marketing Initiatives 15 Hrs

Green Firms – HCL’s Green Management Policy – IBM’s Green Solutions – IndusInd Bank’s Solar Powered ATMs – ITCs Paperkraft – Maruti’s Green Supply Chain – ONGCs Mokshada Green Crematorium – Reva’s Electric Car – Samsung’s Eco-friendly handsets- Wipro Infotech’s Eco-friendly computer peripherals

Unit-IV Purchase Decision 15 Hrs

Meaning of Purchase decision – Factors affecting Purchase decision - Steps in the decision making process - Five stages of consumer buying decision process - Models of buyer decision-making

Unit-V Environmental Consciousness 15 Hrs

Introduction of Environment - Importance of environmentalism - Environmental movement - Benefits of green environment to the society - e-Waste exchange - Extended Producer Responsibility Plan - Guidelines for Collection and Storage of e-Waste - Guidelines for Transportation of e-Waste - Guidelines for Environmentally Sound Recycling of e-Waste

Text Book:

1. Esakki and Thangasamy. *Green Marketing and Environmental Responsibility in Modern Corporations*. Pennsylvania: IGI Global, First Edition 2017.

Books for Reference:

1. Robert Dahlstrom, Cengage. *Green Marketing Management*, Learning, Mason 13th edition 2010.
2. Jacquelyn A. Ottman. *Green Marketing: Challenges and Opportunities for the New Marketing Age*. NTC Business Books, UK 1993.
3. Jacquelyn A. Ottman, Berrett. *The New Rules of Green Marketing*. Koehler Publishers, San Francisco 2011

SEMESTER –III			
Core XIII		E – Commerce	
Course Code: 22PCOC33	Hrs/Week: 5	Hrs/Sem: 75	Credits : 4

Objective:

To familiarise students with the concepts and various issues of e-Commerce like Internet infrastructure, Security over internet and payment systems for e- Business.

Course Outcomes:

CO No.	Upon completion of this course, students will be able to	PSO addressed	CL
CO – 1	explain the concepts, application and models of e-commerce.	1,2,5	Un
CO – 2	examine the concepts and application of e-market	1, 5	Ap
CO – 3	appraise the concepts and application of e-business	1,2,5	Un, Ev
CO – 4	examine the e- payment systems	1,7	Un, Ap
CO - 5	analyse e-Commerce Security solutions for online transactions	1,7	Un, Ap
CO - 6	identify the security issues and regulatory and legal framework in e-Commerce.	1,5,6	Un
CO - 7	appraise the e-commerce laws	1,5,6	An, Ev
CO - 8	examine the taxation issues in e-commerce	2, 6	Ap

Semester – III			
Core XIII		E – Commerce	
Course Code: 21PCOC33	Hrs/Week: 5	Hrs/Sem: 75	Credits : 4

Unit I Introduction to E-Commerce

(15 Hours)

Introduction – Evolution of E-Commerce - Goals- Scope- Significance – Essentials – Components- Functions – Prospects – Applications – Strategies – Business Models – Major Modes in E-Commerce - Pre-Requisites of E-Commerce - Advantages – Disadvantages – Growth of E-Commerce – Segments – Characteristics of the Economic Model for E-Commerce – E-Commerce in India.

Unit II E-Market and E- Business

(15 Hours)

Electronic Market – Three Models of Electronic Market – E-Market Dimensions – Market Category – Interactive Marketing – One to One Marketing – Permission Marketing – Pull and Push Technologies – B2B Hubs - **Electronic Business** – Applications – Indian Scenario for E-Business – Failure for E-Business Projects – Implementation - Success of E-Business – B2B — B2C- Categories of E- Commerce Application - E-Commerce Vs. E-Business – E-Market Vs. E-Business

Unit III E- Payment Systems

(15 Hours)

Digital Payment Requirements – Categories of E-Payment Systems – Traditional Payment System – Modern Payment System - Digital Token based e-Payment Systems – Classification of Payment System – Payseal – Process – Advantages - e-Cash – Advantages – Disadvantages – Transaction - Bitcoin as a Cryptocurrency – Risk in e-Payment System – Designing e-Payment System – Digital Signature – Payment Security

Unit IV E-Security

(15 Hours)

Introduction to Security – Electronic Security – Attacking Methods – Security Practices – Cryptography – Hackers View – Secure Electronic Transaction (SET) – Payment Enablers – Secure socket Layer (SSL) – Ten Practical Tips to Secure E-Commerce – Internet Security – Privacy Issues – Privacy on the Internet – Corporate e-mail privacy – Computer Crime – Types – Threats – Major Types of Security Problems – Online Crime - Challenges in E- Security.

Unit V E-Commerce Laws and Taxation Issues

(15 Hours)

Legal Environment of E-Commerce – Information Technology Act 2000 - IT (Amended) Act, 2008 – Cyber Laws in India – Use and Protection of Intellectual Property (IP) in Online Business – IP Issues in designing a Web Site – E-Commerce and Patents – Trademark Issues - **Taxation Issues** - Issue of Taxing Electronic Commerce – Basic principles of Taxing e-Commerce – Jurisdiction on the Internet - Implied Warranties and Warranty Disclaimers on the Web – Terms of Service Agreements – E-Commerce Taxation Norms in Different Countries.

Text Books

1. Murthy C.S.V, e-Commerce Concepts, Models, Strategies, Mumbai, Himalaya Publishing House, 1st edition 2018.
2. Joseph P.T., E-Commerce – An Indian Perspective, New Delhi, PHI Learning Private Limited, 6th edition 2019.

Books for Reference

1. David Whiteley. E-commerce, Strategy, Technologies and Applications. New Delhi: Tata McGraw Hill Publishing Company. Revised 5th edition 2010
2. Bhashin T.M..E-Commerce in Indian banking. New Delhi: Authors Press. 13th edition 2013.