

CERTIFICATE OF E-COMMERCE

Course Code:VAE_IT02

Duration: 3 Months(1+1+1)

Course Level I : Basic (30 Hours)

Course Level II : Core (30 Hours)

Course Level III : Expert (30 Hours)

Fees: ₹500/-(For each level)

Minimum Eligibility Criteria : 10+2 Passed

Objectives of the Course : This course will inspire students with online business ideas and motivate them to apply what they learned in the real life.

Course Outcome : Successful completion of this course should lead to the learning outcomes of students- Knowledge and understanding, Intellectual Skills, Subject Specific Skills, Transferable Skills.

Syllabus

Course Level I : Basic (30 Hours)

Introduction to E-Commerce

UNIT I :

E-Commerce-Introduction, definition, Needs of E-Commerce, Features of E-Commerce, Major types of E-commerce, Framework, Architecture, Benefits and Impact of e-Commerce, The Anatomy of e-Commerce applications, e-Commerce Consumer applications, e-Commerce Organisation Applications, e-commerce in India, Prospects of e-commerce.

UNIT II :

Network Infrastructure for e-commerce

Intranet, Extranet, & Internet, Internet Backbone in India, ISP and services in India, OSI Model, Standards & Overview of TCP/IP, Internet Security, e-commerce & Internet.

Practical

Course Level II : Core (30 Hours)

UNIT I- E-Advertising & Marketing

The new age of information-based Marketing, Emergence of internet as a competitive advertising media, Market Research, Weakness in Internet Advertising, e-Advertising & Marketing in India.

UNIT II- Electronic Payment Systems

Introduction to Payment Systems, On-Line Payment Systems, Pre-Paid e-Payment System, Post-Paid e-Payment System, Requirements Metrics of a Payment System.

UNIT III- Electronic Data Exchange

EDI- Definitions & Applications, Standardisation and EDI, EDI- Legal Security and Privacy Issues, Advantages & Limitations of EDI.

Practical

Course Level III : Expert (30 Hours)

UNIT I- Electronic Payment Systems

Introduction to Payment Systems, On-Line Payment Systems, Pre-Paid e-Payment System, Post-Paid e-Payment System, Requirements Metrics of a Payment System.

UNIT II- Electronic Data Exchange

EDI- Definitions & Applications, Standardisation and EDI, EDI- Legal Security and Privacy Issues, Advantages & Limitations of EDI.

UNIT III- E-Security

Securing the Business on Internet- Security Policy, Procedures and Practices, Transaction Security, Cryptology, Digital Signatures, Security Protocols for Web Commerce.

UNIT IV- E-CRM

CRM, what is e-CRM, it's Applications, The e-CRM Marketing in India, Major Trends, Global Scenario for e-CRM, CRM utility in India.

Practical