

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086**

**B.COM DEGREE**

**SYLLABUS**

(Effective from the academic year 2019 – 2020)

**E – ENTERPRISE MANAGEMENT**

**CODE: 19CM/MC/EM53**

**CREDITS : 3**

**L T P : 3 1 0**

**TOTAL TEACHING HOURS : 52**

**OBJECTIVES OF THE COURSE**

- To provide valuable guidance to students to understand the technological changes in the business world
- To understand the practices and technology to start a business
- To familiarize the students with various concept in managing the E-Business
- To provide knowledge to the students on the procedural formalities in dealing with E- Business

**COURSE LEARNING OUTCOMES**

On successful completion of this course, students will be able to

- Know how to build and manage an e-business
- Analyse the e- business environment
- Generate and evaluate ideas for new business ventures
- Develop a perfect theoretical knowledge on e- business components

**Unit 1 (10 Hours)**

**Introduction to E - Business**

- 1.1 Meaning, Significance, Advantages and Challenges in E-Commerce
- 1.2 E-Commerce Models – B2B, B2C, C2B and C2C
- 1.3 E-Commerce in India (Internet, World Wide Web, Internet Architectures, Internet Applications, Web Based Tools for Electronic Commerce)

**Unit 2**

**E- Business Infrastructure ( 10 Hours)**

- 2.1 Business Applications on Intranet, Extranet.
- 2.2 Electronic Data Interchange - Components and Communication process
- 2.3 E-HRM – Concept, Importance and Challenges in E-HRM
- 2.4 Impact of E-HRM practices in Organizational Performance

**Unit 3**

**E-Business Payment and Security (15 Hours)**

- 3.1 Electronic Payment System – Meaning, Characteristics and Advantages
- 3.2 Types of Electronic Payment Systems- Smart Cards, Credit Card, Debit Card, NEFT, E-Wallet, E-Cash and other Electronic Payment Systems
- 3.3 Infrastructure Issues in EPS, Electronic Fund Transfer

- 3.4 Internet Security Threats to E-Business – an Overview
  - 3.4.1 Cryptography, Security, Encryption, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates
  - 3.4.2 Security Protocols, Public Networks- HTTPS, SSL, Firewall Public Key Infrastructure (PKI) for Security, Prominent Cryptographic Applications

**Unit 4 (10 Hours)**

**E-Marketing**

- 4.1 Consumer Oriented E-Business – E-Tailing and Models-B2B, B2C, C2C, C2B and G2B
- 4.2 Marketing on Web – Advertising, Marketing, Online Services and Web Auctions, Virtual Communities and Web Portals
- 4.5 E- Governance- EDI on the Internet, Delivery Management System
- 4.6 Social Media Marketing – Advantages and Disadvantages

**Unit 5 (7 Hours)**

**Legal and Ethical Issues in E- Business**

- 5.1 Legal, Ethical and Privacy Issues – Need for Protection and Methodology
- 5.2 Online Consumer Protection-Rights
- 5.3 Information Technology Act – Emerging Trends

**BOOKS FOR STUDY**

Harvey M.Deitel, Paul J.Deitel, Kate Steinbuhler, *E-business and e-commerce for managers*, Pearson, 2011.

Efraim Turban, Jae K. Lee, David King, Ting Peng Liang, Deborrah Turban, *Electronic Commerce –A managerial perspective*, Pearson Education Asia, 2010

**BOOKS FOR REFERNCE**

Parag Kulkarni, Sunita Jahirabadkao, Pradeep Chande, *e business*, Oxford University Press, 2012

Gary P. Schneider, *Electronic commerce*, Thomson course technology, Fourth annual edition, 2007

Bharat Bhasker, *Electronic Commerce – Frame work technologies and Applications*, 3<sup>rd</sup> Edition. Tata McGrawHill Publications, 2009

Kamlesh K.Bajaj and Debjani Nag, *Ecommerce- the cutting edge of Business*, Tata McGrawHill Publications, 7th reprint, 2009.

## **JOURNALS**

International Journal of Internet and Enterprise management  
International Journal of Enterprise Network management  
International Journal of Enterprise Information System  
Journal of Enterprise Information Management

## **WEB RESOURCES**

<https://www.ici.net.au/blog/e-business-management-what-you-need-to-know>  
<https://iveybusinessjournal.com/publication/the-strategic-management-process-in-e-business/>  
<https://www.dailypioneer.com/2018/avenues/managing-e-commerce>

## **PATTERN OF ASSESSMENT**

**Continuous Assessment Test:            Total Marks: 50            Duration: 90 minutes**

Section A – 7 x 2 = 14 Marks (no choice)  
Section B – 2 x 8 = 16 Marks (from a choice of three)  
Section C – 1 x 20 = 20 Marks (from a choice of two )

**Other Components:                            Total Marks: 50**  
Seminars / Quiz / Group discussion / Assignments / Class Presentation

**End Semester Examination            Total Marks: 100            Duration: 3 hours.**

Section A – 10 x 2 = 20 Marks (no choice - Max 30 words )  
Section B – 5 x 8 = 40 Marks (from a choice of seven - Max 500 words)  
Section C – 2 x 20 = 40 Marks (from a choice of four -Max 1200 words)