



SYLLABUS OF CERTIFICATE IN E-COMMERCE (CEC)

For Academic Session 2017-18

Duration: 6 Months

Total Credit: 16

Semester - I		
Course Code	Course Title	Credit
CEC-01	Information Technology and E-commerce	4
CEC-02	Business Models for E-Commerce	4
CEC-03	Digital Marketing & E-CRM	4
CEC-04	E-payment System and M-commerce	4

Semester – I

CEC-01	Information Technology and E-commerce	4 Cr.
Block-1:	Computer Fundamentals Unit -1 Introduction to Computer Unit -2 Windows Operating System Unit -3 MS Word, MS PowerPoint and MS Excel	
Block-2:	Internet Applications Unit -1 Introduction to Networks Unit -2 Internet and its Applications Unit- 3 E-commerce Security	
Block-3:	Management Information System Unit -1 Management Information System: Basic Concepts Unit -2 MIS Applications in Organisation Unit -3 MIS Issues and Challenges	
Block-4:	E-commerce Unit -1 E-commerce: Concept and Overview Unit -2 Opportunities and Problems in E-commerce Unit -3 Recent Trends and Advancement	

CEC-02	Business Models for E-Commerce	4 Cr.
Block-1:	E-Commerce Business Models Unit -1 E-business Models, Business-to-Customer (B2C), Business to Business (B2B) Unit -2 Consumer to Consumer(C2C), Consumer to Business (C2B)	
Block-2:	Architectural Framework of E-commerce Unit -1 World Wide Web and TCP/IP Protocols Unit -2 Web Browser and Web Servers Unit -3 Network Infrastructure for E-commerce	
Block-3:	Future Issues and Implications Unit -1 Privacy & confidentiality, Security, Redressal, Integration of the existing systems Unit -2 Human resource availability & development; Security of networks, Management of change	

CEC-03	Digital Marketing & E-CRM	4 Cr.
Block-1:	Digital Marketing: An Introduction Unit -1 Digital Marketing Evolution and Growth Unit -2 Digital Marketing Strategies	
Block-2:	Supply Chain Management in E-commerce Unit -1 Overview of Supply Chain Management Unit -2 Technologies for SCM and E-commerce	
Block-3:	E-CRM Unit -1 Overview of Customer Relationship Management Unit -2 E-CRM and Corporate Success	

CEC-04	E-payment System and M-commerce	4 Cr.
Block-1:	Electronic Payment Systems Unit -1 Payment Processing Network and Payment Gateway Unit -2 Electronic Payment Modes	
Block-2:	Online Banking and Online Share Trading Unit -1 Online Banking Unit -2 Online Share Trading	
Block-3:	Mobile Commerce Unit -1 Overview of M-commerce Unit -2 Mobile Computing and Wireless Application Protocol	