

**Sri Krishna Dutt Academy,
Vrindavan Yojna, Raibareilly Road,
Lucknow (U.P.)**
(An Associated college of University of Lucknow)

1. Name of the Add on Course: Certificate Course on "E-Commerce"

2. Course Coordinator (with Email and Mobile):

3. Objective of the Certificate Course:

- This course helps the students to acquire the Understanding digital business models.
- It also helps to familiarise the students to understand Market trends and consumer behaviour.
- It also intends to bring the students to understand the Technological advancements.
- It also helps the students to do Global Market Research.

8. Target Group: B.Sc, B.Com

9. Total Marks:

Total Marks	100
External Exam	70
Presentation	10
Assignment	10
Class Attendance	10

10. Detailed Syllabus of the Course:

Unit I: E-Commerce

(6 hrs)

Meaning, definition, features, functions of E-Commerce, Scope, Benefits and limitations of E-Commerce - The Internet and India: E-commerce opportunities and challenges for Industries.

Unit II: Business Models for E-commerce

(8 hrs)

The Birth of Portals - E-Business Models: Business-to Consumer (B2C), Business-to-Business (B2B), Consumer-to Consumer (C2C), Consumer to- Business (C2B); Brokerage Model: Value Chain Model, Advertising Model.

Unit III: E-marketing

(8

hrs)

Traditional Marketing Vs. E-Marketing, Impact of E-commerce on markets, Marketing issues in E-Marketing, Online Marketing: E-advertising, Internet Marketing Trends: E-Branding, Marketing Strategies.

Unit IV: E-payment Systems

(8

hrs)

Digital payment Requirements: Digital Token-based E-payment systems
Benefits to Buyers, Benefits to Sellers; Credit card as E-payment system; Mobile payments: smart card cash payment system, Micropayment system, E- Cash.