



Bachelor of Business Administration (B.B.A.)			Semester - I
Course Title: E-commerce & Digital Solutions for Business		Course Code:	Type of Course: SEC
Credit: 02	Theory: 1 Hour	Practical: 2 Hours	Teaching Hours: 30
Internal Marks: 25	External Lab Exam Marks: 25	Total Marks: 50	Lab Exam Time: --

COURSE OUTCOMES:

- To aware and understand the students about
 - Basic E-commerce concepts
 - Digital Marketing and its techniques.
 - Digital Payment and security issues involved in the business.

Pedagogy: Lectures, case studies, Seminars, field studies, etc.

COURSE CONTENT

Unit - 1	Introduction to E-Commerce	Hours: 5
	• Concept, meaning and features of E-commerce • History and development of e-commerce with special reference to India • Difference between traditional commerce and e-commerce • Merits and demerits of e-commerce • Types / Models of E-commerce	
Unit – 2	Digital Marketing	Hours:10
	• Concept of marketing and digital - marketing • Challenges before traditional marketing • Merits and demerits of digital marketing • Various methods/techniques of digital marketing	
Unit - 3	Digital Payments and Security Issues	Hours: 15
	Digital Payments • Credit/Debit Card • NEFT and RTGS • UPI • E-Wallet • Concept of Payment Banks • e-RUPI Security Issues • Essentials of Good Cyberspace security • Kinds of Threats and Crimes taking place on digital space • Internet Security options • Networks: Concept and Types	

Skill Development Activities: Practical Exposure

- Paper presentation, Chart and models on E commerce topics

Audio visual learning and practices related with digital payment system.



REFERENCES

- E- Commerce and E business : - Dr.C.S. Raydu - Himalaya Publishing House
- Introduction to Banking – Vijayraghavanly Engar- Excel Publication