



(Shri Ramkrishna Seva Mandal's)  
**ANAND COMMERCE COLLEGE**

An Autonomous College (2025-26 to 2034-35)

(Affiliated to Sardar Patel University)

NAAC ACCREDITED 'A' GRADE (3.04 CGPA)

ISO 9001:2015

Syllabus with effect from the Academic Year 2025-26



**Master of Commerce**  
**M.Com Semester – I**

Course Code	PC01ACOM02	Title of the Course	E-Commerce-I
Total Credits of the Course	4	Hours per Week	4

Course Objectives	<ul style="list-style-type: none"><li>To provide an exposure about the Practical Application of E-Commerce.</li><li>To aware the students about E-Payment systems.</li><li>To enable the students to be aware on the emerging changes in marketing and advertising.</li><li>To impart knowledge on multimedia and online services.</li><li>To gain knowledge on E-Business securities and issues.</li></ul>
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Course Description		
Unit	Description	Weightage
01	<b>Introduction:</b> <ul style="list-style-type: none"><li>Definition of E-Commerce, Benefits and Limitations of E-Commerce.</li><li>Driving force of E-Commerce.</li><li>Impacts of E-Commerce (Accounting &amp; Taxation, Banking &amp; Finance, Marketing, Human Resource, Law &amp; Legal Services, Hospitality &amp; Tourism, Entertainment).</li></ul>	20%
02	<b>Electronic Payment Systems:</b> <ul style="list-style-type: none"><li>Introduction of Plastic Cards (Debit Card, Credit card, RuPay Card, Prepaid Money Card)</li><li>Benefits and Limitations</li><li>Internet and fund transfer through NEFT and RTGS Fund transfer through Debit Card and Credit Card.</li><li>E-Payment Protocol</li><li>Major Securities.</li></ul>	20%
03	<b>E-commerce and Online Service:</b> <ul style="list-style-type: none"><li>Online financial services</li><li>Online travel services</li><li>Online career services.</li></ul>	20%

	<ul style="list-style-type: none"> <li>E-Banking and its Operation</li> <li>Online trading.</li> </ul>	
<b>04</b>	<b>E-Business:</b> <ul style="list-style-type: none"> <li>Introduction, Characteristics of E-Business.</li> <li>Benefits and Limitations of E-Business.</li> <li>E-Business v/s E-commerce.</li> <li>E-Business Requirements.</li> <li>Business models &amp; E-business strategies.</li> </ul>	<b>20%</b>
<b>05</b>	<b>E-commerce Security Issues &amp; Solutions:</b> <ul style="list-style-type: none"> <li>Security and Threats</li> <li>Encryption- Cryptography and Authentication.</li> </ul>	<b>20%</b>

\*Units will have the same Weightage in the evaluation as suggested in the course outline.

<b>Teaching-Learning Methodology</b>	Lecture, class discussion, case-study, seminars, problem solving and students presentation based learning methodology adopted for teaching all units in this course.
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<b>Evaluation Pattern</b>		
<b>Sr.No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
<b>1.</b>	Internal Written Examination	<b>20%</b>
<b>2.</b>	Internal Continuous Assessment in the form of Viva-Voce, Quizzes, Seminars, Assignments, Attendance.	<b>10%</b>
<b>3.</b>	End Semester Examination	<b>70%</b>

\* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

<b>Course Outcomes: Having Completed this course, the students will be able to</b>	
<b>1.</b>	Understand the fundamentals, models, and benefits of e-commerce in the digital economy.
<b>2.</b>	Explore various electronic payment methods and their role in secure online transactions.
<b>3.</b>	Analyze how e-commerce platforms deliver products and services through online channels.
<b>4.</b>	Examine the integration of digital technologies in business operations and strategies.
<b>5.</b>	Identify common security threats in e-commerce and evaluate effective protective measures.

<b>Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)</b>	
<b>Sr. No</b>	<b>References</b>
<b>1.</b>	Joseph, P. T., S.J. (2023). E-Commerce: An Indian Perspective (7th ed.). PHI Learning Pvt. Ltd.
<b>2.</b>	Srivastava, S., Goyal, M., & Mathur, N. (2023). E-Commerce (1st ed.). SBPD Publications.
<b>3.</b>	Ahuja, K. K. (2023). A Basic Introduction to E-Commerce and Cyber Security. KD Publications.
<b>4.</b>	Greenstein- Marilyn & Todd M Feinman- "Electronic Commerce: Security-Risk Management and Control"- Tata McGraw Hill Publications- New Delhi.
<b>On-Line Resources available that can be used as Reference Material</b>	

➤ <https://study.com/academy/course/e-commerce-help-tutorials.html>

➤ <https://www.vbspu.ac.in/e-content/Pankaj-Kumar/Security%20Issues%20in%20ECommerce.pdf>



**Chairman**  
**BOS of Commerce**  
**Anand Commerce College**



**Academic Coordinator**  
**Anand Commerce College**



**Principal**  
**Anand Commerce College**