

E-COMMERCE & SOCIAL MEDIA (THEORY) (CREDITS: 4)

Total Marks: 100

External Marks: 70

Internal Marks: 30

Credits: 4

Pass Percentage: 40%

Section A

Unit I: Introduction to E-Commerce: Meaning and concept, Types of E-Commerce, Importance in the context of today's business, technical components, functions, advantages of e-commerce as compared with traditional system of commerce, disadvantages and scope of e-Commerce, difference between e-commerce and e-business, Internet and its relation to e-commerce. State of e-commerce in India, problems and opportunities of e-commerce in India.

Unit II: Framework of E-Commerce: B2B, B2C, C2C, and C2B. Supply Chain Management, product and service digitization; Planning Online-Business: Web sites as market place, E – commerce, pure online vs. brick and click business.

Unit III: Operations of E Commerce: Electronic Payment Systems: Special features required in payment systems for e-commerce, Types of e-payment system; cash and currency servers, e-cheques, credit cards, smart cards, electronic purses and debit cards, Digital Cash, Electronic Cheque, Smart Card, Credit/Debit Card E-Money, Bit Coins and Crypto currency, Electronic Fund Transfer (EFT), Unified Payment Interface (UPI), Immediate Payment System (IMPS), Digital Signature and Certification Authority. Risk management options for e - payment systems. E-Marketing: Concept, types of e-marketing, means of advertising [Banner, Pop-up, sponsored link, email], ebranding. E-Finance: Areas of e-financing: e-banking and e-trading; E-Accounting.

Unit IV: Security and Legal Aspects of E-Commerce: Threats in E-Commerce, Security of Clients and Service-Provider; Cyber Law - Information Technology Act 2000: An overview of major provisions.

Section B

Unit V: Search Engine, E-mail, WWW, FTP, TELNET, IRC, Video conferencing, Skype, Zoom, Webex, Online shopping, *Blog Basics:* Introduction of blogs, developing blogs, designing blogs, RSS Reader, Blog services: Traditional blog services & Microblogging services, Improving blog's readability, Copyright in blog, Pinterest, Snapchat.

Unit VI: *YouTube*: Introduction, Advertisements on YouTube, Searching videos on YouTube, Understanding and adjusting privacy settings, Parental controls and restricted mode, Creating your own YouTube channel, Uploading your own videos, Earning money through YouTube. *Whatsapp*: Introduction, Creating Whatsapp account, Text messages, Voice calls, Deleting a Whatsapp account.

Unit VII: Creating a Facebook account, Need of Facebook privacy, Understanding and adjusting privacy settings, Timeline and tagging settings, Blocking unwanted communication, Sharing on Facebook, Social plug-ins, Chat and Messages, Unfollow and unfriend, Facebook groups, Creating Facebook page, Forget password and recovering account information, Deactivating Facebook account, Deleting Facebook account. Creating an Instagram account, Navigating Instagram, Sharing photos on Instagram, Sharing videos on Instagram, Searching and following on Instagram, Understanding and adjusting privacy settings, Deleting Instagram account

Unit VIII: LinkedIn: Introduction, Why LinkedIn, Creating a LinkedIn account, Navigating LinkedIn, Creating LinkedIn profile, Tips for an effective profile, Adding connections on LinkedIn, Searching for jobs on LinkedIn, Understanding and adjusting privacy settings, Deleting LinkedIn account. *Twitter*: Introduction, Creating a twitter account, Steps to tweet, What is hashtag?, Following and connecting on twitter, Customizing twitter account, Understanding and adjusting privacy settings. Deleting twitter account.