

Dr Bhimrao Ambedkar University, Agra
Seth Padam Chand Jain Institute of Management
Value Added Course on E-Commerce

Developed By: Ms. Jagrati Asija

Duration 30 hours

Learning Outcome:

1. The students will understand the various ways of doing online business.
2. They will be able to develop comprehensive e-commerce business strategies to maximize their chances of success in the online marketplace.

Objectives of the course

1. To provide learners with a foundational understanding of online business.
2. Prepare learners with the knowledge and skills required to set up and manage a profitable e-commerce store.
3. Teach learners how to implement different strategies adapted for e-commerce.
4. Encourage students to become self-employed at a minimum or at a lower cost.
5. To make learners aware of new changes in the business world

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| I. Overview of E-Commerce | 10 Hrs |
| a. Meaning | |
| b. Need for E-Commerce | |
| c. Benefits of E-Commerce | |
| d. Essentials of E-Commerce | |
| e. Challenges faced by e-commerce companies | |
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| II. E-Commerce Business Models | 10 Hrs |
| a. Business-to-business model | |
| b. Business-to-Customer Model | |
| c. Business-to-Government Model | |
| d. Advantages of all e-commerce models | |
| e. Limitations of all e-commerce models | |
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| III. Security and Payment System: | 10 Hrs |
| a. Meaning and characteristics of an online payment system | |
| b. Types of payment methods used in e-commerce | |
| c. New Trends in Making Payments Online | |
| d. Treats in E-Commerce Security | |
| e. Security measures for e-commerce | |