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VPM's K.G. Joshi College of Arts & N.G. Bedekar College of
Commerce (Autonomous), Thane
DEPARTMENT OF B.COM (ACCOUNTING & FINANCE)
Organises Value Added Course on

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Title: " Electronic Commerce: Building Blocks of New Business Opportunity"

Preamble:

Electronic Commerce: Building Blocks of New Business Opportunity course includes all the aspects of E-commerce like - Personal branding, selling products online, Meeting online clients, Overview of SEO etc. An e-commerce business is a relatively low-cost means of exponentially growing the business. This course will give knowledge about various affordable and cost-effective platforms available on social media to market their products or services.

Objective:

1. To explain the steps required to start an Ecommerce website. (Consultant fees, hardware and software fees, license fee, etc)

2. To explain entrepreneurial skills and knowledge needed to develop start-up businesses.

3. To explain the power of social media for start-ups.

4. To explain the importance of ethical, legal and privacy issues related to E-commerce.

Syllabus:

1. E-commerce and its Technological Aspects
2. Types of e-commerce business models
3. E- Consumer buying behavior
4. Consumer Oriented E Commerce
5. Security & Issues in E Commerce in Computer Systems
6. Electronic Data Interchange
7. How to Write an eCommerce Business Plan for Your Startup?
8. Setting up an eCommerce business
9. Domains & Hosting
10. Legal Formalities for Starting an Ecommerce Business
11. eCommerce Market place
12. How to Promote my Business?

13.E-Commerce: Career Path

14.Startup Project Presentation

Curriculum:

Course Duration : 20 days (2 hrs per day) , Total - 40 hrs

Eligible Students : Any UG / PG Students from any branch

Date of Commencement of Course : 25thSeptember 2021 to 10th2021

Time : 04:00 pm to 06:00 pm

Venue : Google Meet Communication Interface

Reference Books:

1. E-Commerce : An Introduction by Amir Manzoor 2010

2. Building Ecommerce Applications Developers from DevZone

3. The Social Media Marketing Book by Dan Zarrella

4. Social Media Marketing by Tracy L.Tuten, Michael R. Solomon

5. Professional WordPress: Design & Development by Brad Williams, David Damstra, Hal Stern.

6. E Commerce for Entrepreneurs: Launch your E-Commerce Startup.. by Dr. Sudeshna Chakraborty, Priyanka Tyagi

7. Electronic Commerce : Technical, Business , & Legal Issues by Nabil R. Adam, OktayDogramaci, IBM Canada. Laboratory. Centre for Advanced Studies

Outcomes of the Course:

1.To impart students with higher-level knowledge and understanding of contemporary trends in e-commerce and business finance.

2.To provide adequate knowledge and understanding about E-Com practices to the students.

3.To be able to recognize features and roles of businessmen, entrepreneurs, managers and consultants, that will help learners to possess knowledge and other soft skills and to react aptly when confronted with critical decision making.

Dr.Neelam Shaikh

(BAF Coordinator)