Summer Course on e-Commerce

Introduction:

In the summer Odisha State Open University is going to offer a course on "e-Commerce" .The duration of the course will be 30 days where learners will explore and understand various aspects of E-Commerce.

Course Type

Classroom based 1 month summer course

Course Duration

Classes 4 days a week

Fees

Rs 500/-

Objectives

In recent years, we all are entering into magical digital world where the process is fast paced with absolute convenience. With the time we are exposed to vast world with the help internet. Gradually business world is adopting electronic mode to achieve massive reach. Undoubtedly, e-Commerce is the most talked, practiced and experienced topic today.

The objective of this programme is to give magnified exposure to learners about those sides of E-Commerce, which most of the people are unaware. Those learners will come to know about the magical sides of the electronic commerce process

After successful completion of this course, a learner will be able to know about:

1. What is e-Commerce?
2. Various e-Commerce Business Models
3. Role of IT in e-Commerce.
4. Digital Payment System
5. Digital Marketing
6. Regulatory policies in e-Commerce.
7. Concept of GST on e-Commerce.
8. Ethical Issues in e-Commerce.
9. Startups

Syllabus

e-Commerce (Summer Course)

Unit 1

Meaning of e-commerce, Difference between Traditional Commerce Vs. e-Commerce, Advantages of e-Commerce, Managing the e-commerce websites. Procedure of shopping through e-Commerce Web Sites, e-Commerce features and services of Web Sites

Unit 2

Introduction ,Concepts and Definitions, Definition of E-Commerce, Frameworks of Electronic Commerce, Different Types of Online Business Models, Different Types of E-Commerce, B2B Business-To-Business, Key Entities in B2B E-Commerce, Advantages of B2B, Disadvantages of B2B,Trading Process of B2B E-Commerce,B2C Business-To-Consumer, Advantages of B2C,Disadvantages of B2C ,Difference Between B2B and B2C ,Innovative Methods of Enhancing B2B and B2C of E-Commerce ,Difference between Conventional Retail Vs. E-Tailing Meaning of Consumer- to-Business, Meaning of Consumer- to-consumer (C2C) Advantages of C2C, Disadvantages of C2C, Advantages that e-commerce can bring to the Consumer

Unit 3

Meaning of World Wide Web, Terms of World Wide Web ,Basic Features of World Wide Web ,Nature of World Wide Web ,Historical Perspective of World Wide Web ,Architecture of World Wide Web, Meaning of TCP/IP, Origin of TCP/IP, Features of TCP?IP, Working of TCP/IP

Unit 4

Types of Digital Payment, Benefits of Digital Payment, Drawback of Digital Payment, Digital Payment through E-commerce Websites

Unit 5

Introduction to Digital Marketing, Types of Digital Marketing, Advantages of Digital Marketing, Drawback of Digital Marketing

Unit 6

Introduction to Regulatory Policies related to e-Commerce, Objectives of the Draft Policy, Significance of Draft Policy, Need for New e-Commerce Policy
New Draft Policy of E-Commerce in India, National e-Commerce Policy

Unit 7

Objectives of Information Technology Legislation in India, Salient features of Information Technology Act, Salient Features of IT Act.2000, Information Technology Act. Amended 2008

Unit 8

Types of E-commerce Sellers, e-Commerce Model of Business, e- Commerce and E-Commerce Operator, Advantages of GST on e-Commerce, Advantages of GST in e-Commerce Business. , Procedure for getting registered as Tax Collector. Return Filling for e-commerce Business.

Unit 9

Ethical issues of e-Commerce, Types of e-Commerce Frauds. Protection from e-commerce Fraud, Fraud Tips for e-Commerce Merchants

Unit 10

Meaning of Startups, Features of Startups in India, Who can become as Startups. Procedure of Register as Startup, Advantages of Startups, Disadvantages of Startups in India, Performance of Startups in India: States Startup Ranking 2018
Issues and Challenges of Startups in India