

UNIVERSITY OF MADRAS

CERTIFICATE COURSE IN E – COMMERCE

PAPER I INTRODUCTION TO E-COMMERCE

Unit - I Introduction To E-Commerce ,Meaning And Concepts; Electronic Commerce Vs Additional Commerce; Media Convergence; E-Commerce. And E-Business; Channels Of E-Commerce ;Business Applications Of E-Commerce; Need For E-Commerce; E-Commerce As An Electronic Trading System – Special Features.

Unit – II Electronic Communications; Pc's And Networking – Tools And Technologies Required For Commerce – Communication Media – VSAT – Access Schemes – Network Components – Electronic Mail – OSI Reference Model – Message Handling System

Unit –III Internet Concepts And Technologies; Concept And Evolution Of Internet; Web Technologies – Global Publishing Concepts – Universal Reader Concepts – Client Server Concept Hyper Text Publishing And Hyper Text Information Network; Benefits Of Hyper Text, UTLs, Http Services; Html Forms And CGI Gateways Services.

Unit - IV Business Models of E- Commerce And Infrastructure; E-Commerce Models; Supply Chain Management –Product And Service Digitization – Remote Servicing – Procurement – Online Marketing And Advertising; E-Commerce Resources And Infrastructure; Resources And Planning For E-Commerce.

Unit – V B2C E-Commerce Cataloging, Order Planning And Order Generation, Cost Estimation And Pricing, Order Receipt And Accounting; Order Selection And Prioritization, Order Scheduling, Order Fulfilling And Delivery, Order Billing And Payment Management; Post Sales Services.

E –BUSINESS STRATEGIES

Unit –I Web- Site Design; Role Of Website In B2C E-Commerce; Website Strategies And Website Principles; Push And Pull Technologies; Alternatives Methods Of Commerce Communication.

Unit – II Electronic Payment System; Special Features Required In Payment Systems In E-Commerce – Types Of E-Payment Systems; E-Cash And Currency Servers, E-Cheques, Credit Cards, Smart Cards ,Electronic Purses And Debit Cards; Business Issues And Economic Implications; Operational Credit And Legal Risks Of E-Payment Systems; Risk Management Options In E-Payment Systems; Components Of An Effective Electronic Payment System.

Unit – III B2B E-Commerce Need and Alternative Models Of B2B E-Commerce; Technologies EDI And Paperless Trading; EDI Architecture, EDI Standards, Vans Costs Of EDI Infrastructure Features Of EDI Service Arrangement, Internet Based EDI And FTP Based Messaging.

Unit –IV E-Business – Work Flow Management – Mass Customization And Product Differentiation, Organization Restructuring; Integrated Logistics And Distribution; Knowledge Management Issues And Role Of E-Commerce Infrastructure.

Unit – V Internet Protocols – Layers And Networking , OSI Layering And TCP Layering – TCP – UDP – IP – DNS – SLIP And PP – Emerging Scenario In ISP.

E –COMMERCE SECURITY AND REGULATIONS

Unit –I Internet Bandwidth a and Technology Issues – Legal And Regulatory Rules and Policy Customs And Tax – Role Of Government And Other Nations – Other Regulatory Issues.

Unit – II Security Issues In E – Commerce ; Security Risks Of E-Commerce, Exposure Of Resource Types Of Threats, Sources Of Threats, Security Tolls And Risk Management Approach, E-Commerce Security And A Rational Security Policy For E – Commerce; Corporate Digital Library – It Act 2000

Unit – III Regulatory and Frame Work Of E-Commerce; Cyber Laws – Aims And Salient Provisions; Cyber Law In India and Their Limitations; Taxation Issues In E-Commerce.

Unit – IV Digitization of Product and Customer Communication; Desktop Video Conferencing Marketing; Broadband Network and Related Concepts.

Unit – V E –Commerce In India - Edi In India – Implementation Of Edi Projects – Era Architecture – Edi Service Providers – New ISP Policy – Laws For E –Commerce In India.

PRINCIPLES OF E – MARKETING

Unit – I Introducing E –Marketing – A New Discipline Is Born – What Is E – Marketing?

Unit – II The E-Marketing Mix Transactional Function – The 4P's + 3P's – The E –Marketing Relational Function – The 2P + 2C + 3S.

Unit – III Introduction to Strategic Analysis In E-Marketing – Characteristics Of E –Marketing Strategy Process – The Model Of Developing An E- Marketing Strategy.

Unit –IV Elements Of Planning – Key Decisions In E-Marketing –Elements Of Planning 2 – The E-Metrics; The E-Marketing Plan – What Is A Marketing Plan? The General Model Of A Marketing Plan; The General adopted to the E – Marketing.

Unit-V CRM – Principles And Practices – Customer Behaviours – E –Pricing: E –Branding – E-Loyalty.

2012-2013

E-commerce

Certificate Courses



UNIVERSITY OF MADRAS
DEGREE PRACTICAL EXAMINATIONS
ATTENDANCE REGISTER

July - 2013

Centre Code & Name:		1313, Quon Nanak college, Chennai-42			
Subject code	NGQ	Field work / project / Training Viva voce		Page No:	1
No of Candidates	28	DATE	27.7.13	SESSION	
Sl No.	Register Number	Name of the Candidate			Signature of the Candidate
1	NGK1327	S. Dhamodhasan			S. Dhamodhasan
2	NGK1328	V. Jayaprakash			V. Jayaprakash
3	NGK1329	H. Kannan			H. Kannan
4	NGK1330	R. Manikandan			R. Manikandan
5	NGK1331	P. Rajakumar			P. Rajakumar
6	NGK1332	S. Regan			S. Regan
7	NGK1333	D. Sarathkumar			D. Sarathkumar
8	NGK1334	V. Sathishkumar			V. Sathishkumar
9	NGK1335	M. Shanmugavel			M. Shanmugavel
10	NGK1336	S. Shrini			S. Shrini
11	NGK1337	S. Ananthavalli Sowthamini			S. Ananthavalli Sowthamini
12	NGK1338	S. Dhanalakshmi			S. Dhanalakshmi
13	NGK1339	R. Divyabalathi			R. Divyabalathi
14	NGK1340	G. Divya			G. Divya
15	NGK1341	M. Divya			M. Divya
16	NGK1342	G. Elavarasi			G. Elavarasi
17	NGK1343	R. Lynanambal			R. Lynanambal
18	NGK1344	P. Manjula			P. Manjula
19	NGK1345	R. Mohana			R. Mohana
20	NGK1346	P. Poo & nima			P. Poo & nima

Name & Signature of Internal Examiner

Name & Signature of External Examiner

Name & Signature of Principal / Chief Superintendent



UNIVERSITY OF MADRAS

July - 208

[Signature] 27/1/13
Name & Signature of Internal Examiner

J. R. [Signature]
Name & Signature of External Examiner

[S-BITAKAT DASAN]

Name & Signature of Principal / Chief Superintendent

Name & Signature of Principal / Chief Superintendent

GURU NANAK COLLEGE (AUTONOMOUS)
VELACHERY, CHENNAI -42

CERTIFICATE COURSE 2015 -16

LIST OF STUDENTS (E- COMMERCE COURSE)

S.No	Roll No	Name of the student	
1	4967	Jagadeep Raju	
2	4933	K.Prakash	
3	4876	R.Hariharan	
4	4439	R.Manikandan	
5	5414	B.Saravanan	
6	5464	N.Surendar	
7	5405	K.Yuvasree	
8	5756	M.Rajiv Gandhi	
9	4910	L.Monisha	
10	4864	K.Dhinesh Kumar	
11	4953	V.Ashwini	
12	4809	V.Kavitha	
13	4862	R.Vignesh	
14	4860	E.L.Sarath Kumar	
15	4875	R.Vignesh	
16	4874	S.Vimal Kumar	
17	4851	P.Dominic Antony	
18	4918	V.Vishali	
19	4806	R.Sakthi	
20	4965	J.Manish	
21	5434	K.Bharath Kumar	
22	4845	M.Rajesh	
23	4467	M.Dharani	

GURU NANAK COLLEGE (AUTONOMOUS)
CERTIFICATE COURSE – E- COMMERCE 2016-17

LIST OF STUDENTS

S.NO	ROLL NO	NAME	CLASS/ SEC	REMARKS
1	1933	G. MOHAN	II B.COM B	
2	5946	K. THANGARAJ	III B.COM B	
3	5920	G.PASUPATHI	III B.COM B	
4	1943	M.K.SRUTHI	II B.COM B	
5	1843	B. DIVYA PRIYA	II B.COM A	
6	1827	MOHAMED THURABUDIN	II B.COM A	
7	5905	R. SAISUDHA	III B.COM B	
8	1841	M. MARUVARASI	II B.COM A	
9	1819	R. JANANI	II B.COM A	
10	5848	V. PAVITHRA	III B.COM A	
11	5823	K. JAYA SARATHY	III B.COM A	
12	5814	ANJU M.V	III B.COM A	
13	5825	C.R. NAVEENKUMAR	III B.COM A	
14	5933	M. VISHNUKANTH SHENOY	III B.COM B	
15	5828	M.V. JANANI	III B.COM A	
16	1838	N. SIVARAMKRISHNA	II B.COM A	