K.L.E. Society's
LINGARAJ COLLEGE, BELAGAVI
(Autonomous)

DEPARTMENT OF COMMERCE

Code 31108 : CERTIFICATE COURSE IN E-Commerce

INTRODUCTION:

The rapidly changing economic scene, social values and structures, cultural patterns, developments in IT, etc. have transformed lifestyle in urban and rural areas. E-Commerce (E-Com) business has emerged as prominent areas of financial services, since the last decade of bygone century. The pace of growth in E-Commerce (E-Com) sector has accelerated with the deliberate policy initiatives of deregulation, liberalization and globalization. Presently, it has comprehensively networked itself in almost all parts of the society. These developments are creating need for new ideas, knowledge and professional application for the benefit of the business and society at large. At the same time the financial and infrastructure constraints also block academic developments. Hence, the possible solution is the self-initiation and self sufficiency in developing course curriculum full in its academic content and administration which provide participants total insight of present day Business Challenges, Opportunities, Regulatory Framework, Institutional and Operational policies, Programs, Markets, Practices, Procedures etc. in the field of E-Commerce (E-Com). This course aims at catering to the needs of working professionals/participants in updating theoretical knowledge and providing the technical skills and operational insights into different areas of E-Commerce (E-Com).

II. OBJECTIVES OF COURSE

➢ To Understand the concept of E-Business and E-Commerce

➢ To identify the opportunities available in E-Commerce

➢ To attain the knowledge of E-Governance

III. Course Duration: 40 Hours.

IV. Eligibility and intake capacity

1. PUC/10 + 2 pass

2. Selection of the Students is based on entrance test (descriptive exam) and oral tests.

3. Maximum 50 Students are allotted for a batch.

V. Mode of teaching

➢ Lectures

- ➢ Audio Visual Aids
- ➢ Practical
- ➢ Assignment
- ➢ Interaction with experts.

VI. Medium of instruction: English

VII. Programme Structure:

A. Scheme of Examination

The Certificate Course consists of a total Five Units with total of 100 marks. An Examination will be held at the end of the course.

	Examination	Internal Assessment
Paper I	60 Marks	40 Marks
T OTAL		**100 Marks**

B. The candidate should secure at least 40% of marks to successfully complete the certificate course.

Syllabus

Unit 1: Introduction to E-business and E-commerce (4 hours)
- Definition and evolution of e-business and e-commerce
- Differences between e-business and e-commerce
- Types of e-commerce models: B2B, B2C, C2C, and others
- Popular e-commerce platforms and payment gateways

Unit 2: Building an E-commerce Website (4 hours)
- Design and layout for e-commerce websites
- Creating a positive user experience
- Product listing: categories, descriptions, and pricing strategies
- Inventory management: tracking, restocking, and fulfillment options

Unit 3: E-commerce Marketing (4 hours)
- Channels and strategies for e-commerce marketing
- Social media marketing for e-commerce: leveraging Facebook, Instagram, and other platforms
- Search engine marketing for e-commerce: optimizing for SEO and SEM
- Email marketing for e-commerce: best practices and tools

Unit 4: E-commerce Sales and Customer Relationship Management (CRM) (4 hours)
- E-commerce sales strategies: cross-selling and upselling
- Customer relationship management (CRM): tools and strategies for customer retention
- Online customer service and support

Unit 5: Dropshipping (2 hours)
- Definition and overview of dropshipping
- Advantages and disadvantages of dropshipping
- Finding dropshipping suppliers
- Managing an online dropshipping store

Unit 6: Amazon & Flipkart Marketplace (6 hours)
- Overview of Amazon & Flipkart and its marketplace
- Selling on Amazon & Flipkart: registration, product listing, and fulfillment options
- Advertising on Amazon & Flipkart: Sponsored Products, Sponsored Brands, and Sponsored Display
- Amazon's & Flipkart policies and fees

Unit 7: Legal and Ethical Considerations in E-business and E-commerce (2 hours)
- Privacy and data protection in e-commerce
- Legal compliance for e-commerce websites

- Ethical considerations for e-business and e-commerce businesses

Unit 8: E-business Strategy and Implementation (2 hours)
- Developing an e-business strategy
- Building an e-business infrastructure
- Measuring e-business performance

Suggested Readings and Reference Books:

1. Electronic Commerce: A Managerial Perspective, Turban, E. et al., Prentice Hall 2008.
2. Electronic Business and Electronic Commerce Management, 2nd edition, Dave Chaffey,Prentice Hall, 2006
3. e-Learning Tools and Technologies, Horton and Horton, Wiley Publishing.
4. Kenneth C. Laudon, E-Commerce : Business, Technology, Society, 4th Edition, Pearson
5. S. J. Joseph, E-Commerce: an Indian perspective, PHI