

## **BBA-304**

### **Fundamental of E Commerce**

**Max. Marks:100**

**External Assessment: 80**

**Internal Assessment:20**

**Note: There will be eight questions in all. A candidate is required to attempt five questions including the question no. 1 which is compulsory. Question no. 1 will comprise of six short answer questions. All questions shall carry equal marks.**

Overview of e-commerce: - Definition, benefits of e-commerce, role of internet in e-commerce, implications of e-commerce for accounting professionals.

Regulatory environment: - cryptography issues, privacy issues (children's issues, adult's rights), domain name disputes, electronic agreements & digital signatures, internet service provider, firewalls, tcp/Ip, OSI, components of firewall, limitations of the security preventions provide by firewalls.

EDI e-commerce & internet: - traditional EDI systems (origin, non EDI systems), value added networks, partially & fully integrated EDI systems, benefits of EDI systems, financial EDI & EDI systems & internet.

Intelligent agents, web based marketing, risk management paradigm, role of internet, controls in risk management.

#### **Suggested Readings**

E-Business Revolution by DanielAma.

E-Commerce,Amanager, Guide by Ravi kalakota & AndrewB.Whintron

E- Commerce in Indian Banking by T.M Bhasin Authors press, Newdelhi.