



Youth Employability Skill Training Co-operative Educational Society Ltd.
AN AUTONOMOUS VOCATIONAL TRAINING INSTITUTION
(NATIONAL YOUTH PROGRAMME)

COURSE NAME: DIPLOMA IN ECOMMERCE MANAGEMENT

DURATION: 6 Months

SUBJECTS:

<u>SL. NO</u>	<u>SUBJECTS</u>	<u>TOTAL MARKS</u>
1	E-COMMERCE	50
2	PRINCIPLES OF MANAGEMENT	50
3	VIVA/PROJECT	100

SYLLABUS:

E-COMMERCE

Course Objectives:

- To understand the basic concepts of E-Commerce
- To familiarise the emerging business models in E-Commerce
- To learn the other avenues of E-Commerce
- To explore the EDI Technologies
- To examine the ethical issues in E-Commerce

UNIT – I

E-Commerce – An overview, Definition - Benefits - Need and types. Impact of Electronic Commerce – Classification of Electronic Commerce – Evolution and Growth of E-Commerce – Driving force of E-Commerce.

UNIT – II

Business Models of Electronic Commerce – Consumer to Business Electronic Commerce – Consumer to Consumer Electronic Commerce – Business to Employee Service – Business to Government – Intra Organizational E-Commerce.

UNIT – III

Framework and application of E-Commerce in Various Industries: E-Commerce framework – Electronic Banking – Electronic Trading – Travel or Tourism Services – Insurance – Healthcare – E-Agriculture.

UNIT – IV

Electronic data interchange – Process of EDI – Components – EDI Standards – Value added networks – Cybercrime Network Security

UNIT – V

Ethics in E-Commerce: Ethical issues – Legal Issues – International Issues – Tax issues – Issues and Challenges of E-Commerce in India – Social Impact on E-Commerce – An issue organizing model.

Reference Books

1. Agarwala, K.N. and D. Agarwala, Business on the Net : What's and How's of ECommerce, McMillan Publisher India Pvt. Ltd., Chennai
2. S. J. Joseph, E-Commerce: an Indian perspective, PHI Learning Pvt. Ltd., New Delhi

PRINCIPLES OF MANAGEMENT

Course Objectives:

- To understand the basic management concepts and functions
- To know the various planning process and MBO
- To familiarize with the concept of organization structure
- To explore various aspects of the staffing process
- To enable the students in understanding various direction and control techniques

Unit 1

Introduction to Management – Importance of Management - Principles and Functions of Management – Levels of Management.

Unit 2

Planning – Importance – Process – Techniques, Decision Making – Characteristics – Significance - Process – Types – Forecasting – MBO.

Unit 3

Organizing – Nature and Scope – Importance – Types – Organization Chart – Organization Structure.

Unit 4

Staffing –Process – Recruitment – Training – Promotion – Performance appraisal.

Unit 5

Directing – Motivation Theories – Leadership – Theories – Qualities of a Good Leader. Coordination and control – Meaning – Importance - Techniques of Coordination - Stages in the control process – MBE.

Reference Books

1. L.M. Prasad, Principles of Management, S.Chand&Sons Co. Ltd, New Delhi.
2. K Sundhar, Principles of Management, Vijay Nichole Imprints Limited, Chennai