

SRI SARADA COLLEGE FOR WOMEN (AUTONOMOUS)

Reaccredited with B++ Grade by NAAC

(Affiliated to Periyar University)

Salem – 636 016.

PG & RESEARCH DEPARTMENT OF COMMERCE



ADVANCED DIPLOMA COURSE

IN

DIGITALISED BUSINESS

Syllabi

I Year	Certificate Course	E - Commerce
II Year	Diploma Course	E - Marketing
III Year	Advanced Diploma Course	E - Banking

ADVANCED DIPLOMA COURSE IN DIGITALISED BUSINESS
CERTIFICATE COURSE: E - Commerce

Total Hours: 100

Syllabus

Objectives:

- To understand the mastering of e-commerce and enable individuals or businesses to reach a global audience.
- To know how enhancing customer engagement and stay competitive in the rapidly growing digital market place.

Students will be able to

- Gain familiarity with popular e-commerce platforms.
- Integrate payment gateways, manage product listings and implement shipping methods.

UNIT I:

Hours: 20

Electronic Commerce: Definition - Electronic Commerce and Traditional Commerce
Advantage of E – Commerce - Advantage to Business - Advantage to Nation – E-Business and E-Commerce - Need for E-Business - Factors stressing the need for E-Business.

UNIT-II:

Hours: 20

Classification of Electronic Commerce: Business to Business Electronic Commerce - Models in B2B - Business to Consumer Electronic Commerce - Consumer to Business Electronic Commerce - Business to Employee Services - Business to Government - Intra Organisational E-Commerce.

UNIT - III:

Hours:20

Application of E-Commerce in various Industries: E-Commerce Applications - Electronic Banking - Differences between internet banking and traditional banking- Electronic trading - E-Learning - Travel and Tourism services - Employment placement and job market - Real estate – Matchmaking - Online publishing – Insurance – Healthcare - E-Tailing.

UNIT IV:

Hours:20

Electronic Data Interchange: Introduction - Process of EDI - Working of Electronic data interchange - EDI components - Benefits of EDI - Uses of EDI in B2B transactions - Internet based EDI - Value added networks - EDI implementation.

UNIT V:

Hours: 20

Mobile Commerce: Introduction - Factors that drive M-Commerce - Differences between E-Commerce in India - Advantages of Mobile Commerce - Technology behind Mobile Commerce Application of M-Commerce - Types of Mobile Payment - Future of Mobile Commerce.

Books for study and reference

1. Bharat Bhasker, Electronic Commerce, Tata McGraw Hill Publishing Company Limited, 2009.
2. Deepshikha Bhargava, Akash Saxena and Megha Sharma, E-Commerce, Ramesh Book Depot, 2009.

DIPLOMA COURSE: E - Marketing

Total Hours: 100

Syllabus

Objectives:

- To learn digital marketing strategies including SEO, SEM, Social media marketing and e mail marketing.
- to gain and understanding of how to conduct business transactions online effectively.

Students will be able to

- Gain skills in online advertising and digital content marketing.
- Understand CRM and how to retain customers through loyalty.

UNIT I:

Hours: 20

E-Marketing: Definition - Basic characteristics of E-Marketing - E- Marketing strategies - B2B marketing - B2C marketing - C2C marketing - Market segmentation - Benefits of E-Marketing - E-Marketing environment - Digital marketing - Digital Transformation - Digital consumer - Key drivers of digital marketing.

UNIT-II:

Hours: 20

E-Marketing mix: E-Marketing mix - E-Product - E-Price - E-Place - E-Promotion - Objectives of E-Marketing mix - E-mail marketing – Basics - 5 step process - Building email list - Email marketing strategies - Affiliate marketing strategy - Viral marketing strategy - Brand leveraging strategy.

UNIT - III:

Hours:20

E-Advertising: Meaning - Trends in E-Advertising - Internet advertising formats -Display ads - Rich media ads - Transition and floater ads - E-mail Advertising - Mobile Advertising - Social networking and social media marketing - Social Media Vs Digital Media.

UNIT IV:

Hours:20

Digital Content Marketing: Introduction - Evolution of E-Content - Need for content marketing - Key performance indicators - Organizational and industry landscape - Content mapping based on the customer journey - Awareness stage - Consideration stage - Content management - The technology of content management.

UNIT V:

Hours: 20

E-CRM: Phases of E-CRM - Features of E-CRM software – Advantages - The rules for CRM success - E supply chain management – Advantages - Value chain on the web - E-Tailing Reasons for the growth of E-Tail market - Challenges of E-Tailing in the global scenario.

Books for study and reference

1. Seema Gupta, Digital Marketing, McGraw Hill Education (India) Private Limited, 2018.
2. Dr.B.Vijaykumar, Digital Marketing, Margham Publications, 2023.

ADVANCED DIPLOMA COURSE: E - Banking

Total Hours: 100

Syllabus

Objectives:

- To provide convenient, efficient, and secure banking services through digitalized platforms.
- To understand the various security measures to protect customers' financial data and transactions.

Students will be able to

- Enable to basic features of online banking transactions through various mode.
- Understand the cybersecurity access available to protect the data.

UNIT I:

Hours: 20

Electronic Banking: Traditional Banking Vs E-Banking - Facts of E-banking - E-banking transactions - Truncated cheque and Electronic cheque - Models for E-banking - Complete centralized solution – Features – CCS - Cluster approach - Hi tech - Bank within Bank - Advantages of E-Banking - Constraints in E-Banking.

UNIT-II:

Hours: 20

Online Banking: Introduction - Concept and Meaning - The electronic delivery channels - Need for computerization - Automatic Teller Machine (ATM) at home - Electronic Fund Transfer (EFT) – Uses - Computerization in clearing houses – Telebanking - Banking on home computers - Electronic Money Transfer - Uses of EMT.

UNIT - III:

Hours:20

E-Banking Transactions: Updating Bank saving accounts - Computer bank branches - Financial Transactions Terminals (FTT) - E-Cheque - Magnetic Ink Character Recognition (MICR) and Cheques – E-Banking in India – Procedure – Programmes – Components - Net banking - Advantages - Limitations.

UNIT IV:

Hours:20

E-Banking Security: Introduction - Need for security – Privacy – Survey - Findings on security – Attack - Cybercrimes - Reasons for privacy – Tampering – Encryption – Meaning - Encryption process – Cryptogram – Cryptanalyst – Cryptography - Types of Cipher systems - Code systems – Cryptography – Cipher – Decipher – Jumbling – Asymmetric - Crypto system - Data Encryption Standard (DES).

UNIT V:

Hours: 20

E-Security Solutions: E-Builder solutions - Digital certificate - Digital signature and Electronic signature – E-Security solutions - Solutions provider - E-Locking technique - E-Locking services - Netscape security solutions - Pry zone - E-Software security internet – Transactions - Transaction security – PKI - Sierras internet solutions – Inc - Security devices - Public Key Infrastructure (PKI) - Firewalls Secure Ledger (FSL) - Secure Electronic Transaction (SET).

Books for study and reference

1. Dr.Seema Tak, E- Banking, DND Publications, 2018.
2. Rajni Choudhary, E-Banking Management, Random Publications, 2019.
3. C.S.Rayudu, E-Business, Himalaya Publishing House, 2013.