

DEPARTMENT OF MANAGEMENT STUDIES  
ADD- ON COURSE SYLLABUS  
**E-BUSINESS Subject Code: MBA PG 001**

**UNIT I**

Introduction to E-Business- Approach to E-Commerce -SCM and E-Business -ERP  
Tools and modules- Mobile Commerce-, E-marketing and Customer Relation  
Management.

**UNIT II**

Application of E-Commerce in Different Service Industry- Online Retail Sector –  
Online Financial Services – Online Travel Services – Online Career Services – Online  
Publishing – Online Entertainment

**UNIT III**

Online Payment – E-Security – Security Protocols – How sites are hacked – Internet  
Governance – Firewall Legal Issues: Software Intellectual Property Law – Contract  
Law for E-Business – Cyber Law Issues - Interpol

**UNIT IV**

Consumer Protection: Privacy and Information Rights – Warranties and New Products.

**Reference Books**

1. Chaffey, D., E-Business and E-Commerce Management, 3<sup>rd</sup> Edition, Pearson, 2009.
2. Kalakota, R. and Whinston, A., Frontiers of Electronic Commerce, Pearson, 2011.