

RAYALASEEMA UNIVERSITY, KURNOOL

Common Framework of CBCS for Colleges in Andhra Pradesh w.e.f. 2020-21
(Revised in April, 2020)

BBA- I YEAR II SEMESTER

E-COMMERCE

UNIT-1 Electronic Commerce

Definition, types, advantages and disadvantages, E-commerce transaction on World Wide Web. Electronic Market-Online shopping, three models of Electronic Market- E-Business

UNIT-2 Supply Chain Management

Definition, Benefits, goals, functions, characteristics, Strategies of SCM. Electronic Logistics and its implementation in business houses.

UNIT 3 Electronic Payment Systems

Types of EPS- traditional payment system and modern payment system, electronic cash, steps for electronic payment, payment security.

UNIT 4 Customer Relationship Management

Definition, components of CRM, CRM Architecture, architectural components of a CRM solution, Electronic CRM, Need for Electronic CRM, E-CRM applications.

UNIT 5 HTML

Navigating the World Wide Web, Preparing to publish on the web, HTML and XHTML, Learning the Basics of HTML, Structure of HTML, Creating simple web pages, formatting text with HTML, adding images, color and background, table creation, designing forms.