



**Darrang College
(Autonomous),
Tezpur-784001**

**Syllabus for
FYUGP
2nd Semester
Commerce
(VAC)**

Approved by :

Board of Studies meeting held on 29th July, 2025

&

Academic Council vide Resolution no. 04, dated- 12/08/2025

FYUGC B.COM PROGRAMME

Specialization / Honors: Accountancy / Finance / Marketing Management

1st and 2nd Semester of all the specializations/Honors - B.Com (Accountancy), B.Com (Finance) and B.Com (Marketing Management) - will be same.

FYUGC B.Com Course Structure for the First Year

Year	Sem.	Course	Course code	Name of the Course	Credit
1st	1st	Major	COM-MJ-01014	Financial Accounting	4
		Minor	COM-MN-01014	Business Organisation & Management	4
		MDC	MDC-01023	Microeconomics	3
		SEC	COM-SEC-01013	Personal Financial Planning	3
		VAC	VAC-01012	Environmental Studies	2
		AEC	AEC	MIL / Alt. English	4
		TOTAL			20
1st	2nd	Major	COM-MJ-02014	Principles & Practice of Management	4
		Minor	COM-MN-02014	Corporate Accounting	4
		MDC	MDC-02023	Macroeconomics	3
		SEC	COM-SEC-02013	Office Management	3
		VAC	VAC-02022	E-Commerce	2
		AEC	AEC-02014	English Communication	4
		TOTAL			20

**FYUGC B.COM PROGRAMME
DETAILED SYLLABUS OF 2ND SEMESTER**

Title of the Course	E-COMMERCE
Course Code	VAC-02022
Nature of the Course	Value Added Course (VAC)
Total Credit	02 Credits
Contact Hours	30 Hours
Distribution of Marks	30 (End Sem) + 20 (In-Sem)

COURSE OBJECTIVE:

This value-added course in E-Commerce equips students with foundational knowledge of online business operations, digital payment systems, and e-marketing tools. It enhances their understanding of cyber security, legal frameworks, and emerging technologies such as AI and block chain. The course aims to develop practical skills, digital awareness, and an entrepreneurial mindset, thereby improving students' employability and preparing them for diverse career opportunities in the evolving digital business environment.

COURSE OUTCOMES:

After completion of the course, learners will be able to:

1. Understand the core concepts and scope of E-Commerce
2. Explain the technological infrastructure required for an online business
3. Apply knowledge of digital marketing and online business models
4. Demonstrate practical skills through projects or simulations

UNITS	COURSE CONTENTS	L	T	P	Total Hours
Unit-I (12 marks)	Introduction to E-Commerce: Definition and Meaning of E-Commerce, Scope and significance of E-Commerce, Benefits of E-Commerce, Limitations of E-Commerce, Traditional Commerce vs E-Commerce, Growth of E-Commerce in India	4	0	0	4
Unit-II (16 marks)	Infrastructure and Technologies of E-Commerce Internet and WWW Basics, E-Commerce Hardware and Software Requirements, E-Commerce Platforms and Applications, Website Design and Hosting Basics, Mobile Commerce, Payment Gateways and Online Payment Methods, Credit & Debit cards, UPI, E-Wallets, Net Banking.	6	0	5	11
Unit-III (10 marks)	E-Marketing and Online Business Models Digital Marketing: Concepts and Tools, Social Media Marketing, Search Engine Optimization (SEO), Email Marketing, Affiliate Marketing, Online Business Models: Marketplace, Aggregator,	5	0	3	8

	Subscription, Freemium, Case Studies of E-Commerce Giants Amazon and Flipkart.				
Unit-IV (12 marks)	E-Commerce Security Issues and Information Technology Act 2000 Cyber Threats, Data Breaches, Payment Fraud, SSL Certificates, Firewalls, and Antivirus –Two-Factor Authentication, Encryption, Digital Signature Legality, Governing Electronic Transactions in India, Consumer Protection in Online Transactions, Consumer Rights in E-Commerce, Emerging Trends, Artificial Intelligence, Block chain, Green E-Commerce, and Sustainable Practices.	5	0	2	7
	TOTAL	20	0	10	30

Where, L =Lectures, T =Tutorials, P =Practicals

Modes of In-Semester Assessment: (20 Marks)

	Assessment/ Evaluation	Marks
1	Sessional Examination	10
2	Class Test (Physical/Online) / Home Assignment / Practical (any one)	10
	TOTAL	20

SUGGESTED READINGS:

1. Joseph, P. T. (2016). *E-Commerce: An Indian Perspective* (5th Ed.). PHI Learning Pvt. Ltd.
2. Whiteley, D. (2000). *E-Commerce: Strategy, Technologies and Applications*. McGraw-Hill Education.
3. Kalakota, R., & Whinston, A. B. (1997). *Frontiers of Electronic Commerce*. Pearson Education.
4. Turban, E., King, D., Lee, J. K., Liang, T.-P., & Turban, D. C. (2015). *Electronic Commerce: A Managerial and Social Networks Perspective* (8th Ed.). Springer.
5. Bajaj, K. K., & Nag, D. (2005). *E-Commerce: The Cutting Edge of Business*. Tata McGraw-Hill Education.
6. Jaiswal, S. (2001). *Doing Business on the Internet: E-Commerce*. Galgotia Publications.
7. Ministry of Electronics & Information Technology (MeitY). (2023). *Digital India Programme Overview*. Government of India. Retrieved from <https://www.digitalindia.gov.in>
8. Invest India. (2024). *E-Commerce Sector in India*. Retrieved from <https://www.investindia.gov.in>