



B.Com Honours

Semester 2

Calicut University

E-BUSINESS STRATEGIES

Course Code: COM2MN110 • Module SYLLABUS Notes

Official Course Syllabus

Course Code: COM2MN110

Course Title: E-BUSINESS STRATEGIES

Course Type: Minor

Academic Level: 100-199

Credits: 4 Credits

Course Summary: This course provides a comprehensive overview of e-business, covering its origins, need, features, development, and economic impact, alongside an exploration of various e-commerce business models, electronic payment systems, and legal, privacy, and security considerations, equipping learners with essential knowledge and understanding to navigate the digital marketplace effectively.

Module I: INTRODUCTION TO E BUSINESS

- **Unit 1:** Origin, Overview of E-Business
- **Unit 1:** Need and factors affecting Electronic Business
- **Unit 1:** Features of Electronic Business
- **Unit 1:** Information Services; Shopping Services; Virtual Enterprises
- **Unit 1:** Development and the economic influence of the e-business.

Module I: internet

- **Unit 3:** Electronic Payment Systems (Cash, Check, Credit Card, Stored

Module I: Inferential Statistics

- **Unit 6:** Hypothesis Analysis with SPSS-Null/Alternative Hypothesis Formulation
- **Unit 2:** Chi Square Test
- **Unit 8:** Correlation Analysis

Module I: t c o n t e n t H o u r s

Acing your exams is just a click away!

Visit www.degreeelive.in to download the next module for free.

DegreeLive