E-Commerce

Why should students study E-Commerce?

COURSE OBJECTIVE:

The course will help students to understand:

1) To acquire knowledge of e-commerce industry.

2) The impact of government policy and regulations on the e-commerce sector.

3) Knowing about e-commerce marketing properly.

 4) Gather knowledge about e-commerce payment & security system.

COURSE OUTCOMES:

At the end of the course, students should be able to:

1 -Discuss the growth of e-commerce industry.

2 -Evaluate the performance of the e-commerce industry.

3 -Discuss e-commerce payment & security system.

4 –Gain knowledge about e-commerce marketing.

5 - To understand mobile marketing & social marketing.

6 – Discuss infrastructure of e-commerce