

**SAHRDAYA COLLEGE OF ADVANCED STUDIES**  
**DEPARTMENT OF COMMERCE**

**SUBJECT:BCM5D01- E-COMMERCE**

**STUDENTS TO WHOM IT IS APPLICABLE** – All other department Students in the college except Commerce and Management Departments.

**OBJECTIVE:**

To enable the students to understanding the basics of e-commerce

To gain practical orientation to E-Commerce and E-Business management

**SYLLABUS:** The Programme Consist of 3 Modules.

- Module 1 : Introduction to e-commerce
- Module 2 : Marketing strategies and e-commerce
- Module 3: Electronic payment system