



University of Kerala

Discipline	BUSINESS MANAGEMENT				
Course Code	UK1DSCMGT103				
Course Title	E-COMMERCE AND CYBER LAWS				
Type of Course	DSC				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	1. 2.				
Course Summary	Familiarises the basic Concepts of E-Commerce, its applications, Cyber Security, Cyber Laws and Regulations.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	E Commerce		12
	1	Internet – Basics	
	2	E-Commerce - Definition - Types – Ecommerce Models – B2B – B2C - C2C	
	3	Internet Marketing - E - Advertising - Use of Social Media for Sales Promotion, Fashion Communication	
	4	E-Business - Definition – Components Of E-Business – Difference Between E-Commerce And E-Business	
	5	Steps in building an E-Business.	
II	Internet Banking		12
	6	Internet Banking - Electronic Payment System	
	7	Concept of E-Cash – ATM -NEFT - Debit and Credit Card System – Smart Card - BHIM UPI – Mobile Payment Applications.	
III	Cyber Law		12
	8	Cyber Law - Introduction to Cyber Law - Public Policy Issues in E-Commerce - Protecting Privacy	
	9	Intellectual Property Rights – Cyber Threats – Cyber-Crimes (Case Study)	
IV	Cyber Security		12
	10	Measures of Cyber Security – Password, Digital Signature	
	11	Cryptography - Encryption, Decryption	
	12	Fire Wall - Antivirus Software	
V	Cyber Regulations		12
	13	Cyber Law (An Overview) Scope of Cyber Laws (E-Commerce, Online Contracts, E Taxation, E-Governance)	

	14	Cyber Forensic, Relevant Provisions Under IT Act 2000, IPC And Evidence Act	
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