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Introduction to Computer Application (as per NEP-UP, for B.Com, Sem I) Ashok Arora, **E-COMMERCE:(FOR B.COM AND BBA COURSES OF GAUHATI AND OTHER UNIVERSITIES)** Dr. Kaushik Kishore Phukon, Dr. Raju Subba, 2025-07-23 The emergence of digital technology has revolutionized the way businesses operate communicate and deliver value to customers Among the most profound transformations is the rise of E Commerce a dynamic and rapidly evolving field that has reshaped global markets and consumer behavior This book titled E Commerce has been meticulously designed for second semester students aiming to provide them with a comprehensive introduction to the fundamental concepts technologies and practices that define electronic commerce today This course carries a credit of 2 and evaluates students through internal assessment 20 marks and end term examination 30 marks totaling 50 marks The curriculum is structured to offer a balance of theoretical knowledge and practical understanding across four well defined units Unit 1 explores the meaning nature advantages and limitations of transacting online It delves into the various types of E Commerce and business models while also introducing students to the role of E Marketing and Artificial Intelligence in the digital marketplace Special emphasis is laid on the technological foundations of E Commerce such as the World Wide Web and Internet and the systematic approach required to design develop and launch an E Commerce website Unit 2 focuses on Security and Encryption addressing the pressing need for safe digital transactions It highlights various security threats and breaches that challenge the E Commerce ecosystem and presents technology solutions like encryption and secure communication channels that are essential for protecting networks servers and clients Unit 3 discusses Online Business Transactions covering models and methods of e payments and their applications in sectors like banking insurance education travel and retail Real world examples such as Amazon Nykaa Alibaba and Flipkart are included to help students relate theoretical knowledge to practical industry practices Unit 4 introduces students to Website Designing with a hands on approach to HTML tags text formatting hyperlinks lists images forms and cascading style sheets This unit empowers learners to understand and create basic web pages essential for E Commerce platforms This book serves as a foundation for understanding the diverse and intricate world of E Commerce Whether a student aspires to become a digital marketer entrepreneur web developer or cybersecurity expert the knowledge imparted through this course will serve as a critical stepping stone in their academic and professional journey We hope this book inspires curiosity encourages exploration and ignites the desire to innovate in the digital commerce landscape **Digital Marketing For B.Com. Sem.-4 (According to NEP-2020)** Riya Bansal, 2023-05-11 Table of Content 1 Basics of Marketing 2 An Introduction to Digital Marketing 3 An Introduction to Websites 4 Search Engine Optimisation 5 Google Ads 6 Customer Relationship Management 7 Introduction To Web Analytics 8 Social Media Marketing 9 Introduction to Youtube 10 E Mail Marketing 11 Budgeting in Digital Marketing Frequently Asked Questions Digital Marketing Glossary More Information The authors of this book is Riya Bansal

NEP Introduction To Commerce [B. Com. Ist Semester (Introductory)] Dr. S. K. Singh, ,Dr. Ajit Kumar,2023-11-08
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