

## BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
<b>BBA-411</b>	<b>E-Commerce</b>	<b>3</b>	<b>VIII</b>
Year	Discipline		
<b>4</b>	<b>Business Administration</b>		

### Objectives:

#### Course contents

- Foundations of E-Business
- E-Marketplaces
- Networks & Web Technologies (HTML & ASP) intro
- Launching a Successful online Business
- Internet security (Standards Cryptography & Authentications)
- B2B & E-Government, E-Learning
- Online Advertising
- Retailing in E-Commerce
- Ecommerce Environment International, Legal & Ethics, electronic Payment System
- Risk Management & Business continuity

### Recommended Books: