

# SCOPE AND FEASIBILITY OF INTRODUCING E-COMMERCE IN THE EXISTING COMMERCE COURSE CURRICULUM

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**Abstract:** The advent of E-Commerce has brought with it, a whole new value proposition for all the business houses and also for the educational institutions. How a person attains stability and success in this field of venture, this aspect is of special use and inspiration to the student community, more so in the current economic environment, when more and more of them would be expected to become 'employers' rather than the 'employees. E-commerce in the existing Commerce course will be of immense value to the students to be potential enough to survive in the present dynamic world. Based on this technology, the world class people turn their all kind of transaction through network which makes their commercial benefit higher and higher in addition to upgrowing knowledge.

**Index Terms-** E-commerce, E-Governance, E-Marketing, B2B, B2C, C2B.

## I. INTRODUCTION

A business transaction through an electronic device or medium is known as E-Commerce. It is also interchangeably termed as E-business. It can be conceptualized as the sharing of business information, maintaining business relationship and conducting business transaction by means of tele communication network. The people of Commerce will be imbued with a sense that E-Commerce offers 24 hours business activity in a day. The most significant technologies involved in E-Commerce are the Internet and electronic data interchange.

## II. SCOPE AND AREA OF ITS APPLICATION

The concept of E-Commerce is a recent origin. It can be best fruitful only when it is effectively utilized as an additional wing over the traditional concept. Prior to advent of this concept, commerce had to face several barriers before a product or service passed from producers to consumers. Embracing this gap through commerce services is possible only when a man of commerce is well acquainted with and has potential to tackle this problem at once. It covers many areas such as e-banking, e-marketing, E-teaching, E-governance, Internet, Intranet, etc. Moreover, mode of application of E-Commerce can be severally categorized as – B2B, B2C and C2B and also it can be implemented between Govt, and organization and between the Govt. and public. The thing to say is that the student passing out of his educational organization after completion of his course which, if included E-Commerce contents, finds himself at ease to handle all such problems and can work successfully in the society. He also occupies a desirable and fitted job in the employment market.

E-Commerce is an essential component together with suitable business strategies and practices necessary to do business electronically. It paves the way to enter into the future business environment which appears to be much more complicated. The solution of this complexities of the business environment can easily be arrived at if someone enters in this area with full knowledge and clear concept of E-Commerce. It is the need of the hour that each and every student in the present era should get acquainted with the latest technology. Our present Commerce Course curriculum must be revised and made up to the mark so as to fulfill the present requirement, otherwise your job market will be absorbed by outsiders resulting our educated youth unemployed.

## III. IMPORTANCE

The services of E-Commerce are indispensable in our day to day life. With the help of this concept, we make global contact at your fingertips which facilitates in increasing quantitatively and qualitatively the volume of our business deals. Changes are occurring everywhere. Changes are the order of the day. This demands our full attention and involvement with this technology of the so that we may not lag behind from the fast changing and advancing world. We must have to keep pace with this changing requirement of the hour. If we have to survive in the job market, if we have to exist in the society, we have to go hand in hand with this concept, else, our very existence will be at stake. E-Commerce represents the most diverse borderless, sleepless market place the world have ever seen. Diverse borderless in the sense that E-Commerce can spread its business activities all over the world through Internet online

## IV. THE PURPOSE OF INTRODUCING E-COMMERCE AS A PART OF OUR SYLLABUS

- (1) To enable our students to get proficiency in handling this electronic media.
- (2) To make them independent and assure them of their capabilities and skills to hold their identical strength.
- (3) To keep them abreast of the latest information of this concept.
- (4) To make them capable of generating self-employment opportunity.
- (5) Helpful in carrying on their various business activities, if they are engaged in business field.
- (6) They can be made more informative.

## V. LIMITATION

But it cannot be a successful initiative for those colleges which are located in some down-trodden areas, in remote or interior parts of the Country, mainly due to lack of infrastructural facilities, low literacy standards, technical and financial crunch, lack of training and development. of teachers who have become obsolete and not receptive but resistant to changes, where introduction of this concept in the course will prove to be a total failure and an unnecessary appendage to our Commerce Course curriculum.

## VI. FEASIBILITY OF INTRODUCING E-COMMERCE IN OUR COMMERCE COURSE CURRICULUM

E-Commerce has the highest feasibility of being included in the existing Commerce Course curriculum. One paper on E-Commerce as a part of our existing syllabus can be introduced in the very first year of Higher Secondary level where students are made aware of the very first definition of Commerce in the subject 'Business Method'. Its introduction in the degree level or at the post graduate level will give a little incentive to the old matured students as they will be too late to learn this new concept than that would have been utterly needed. It is quite feasible to revise the existing syllabus by introducing this concept especially in urban areas where educational institutions may get adequate financial support, infrastructure facilities, technical persons may be hired easily or the existing teachers may be a part of technical training and there may be a library enriched with books and journals on the subject under discussion. It has also high degree of feasibility in the North-Eastern region provided Telecom. Network can be made satisfactory. As the telecommunication network improves in this region along with other parts of the country, we get closer to the E-Commerce era. Those students who pass out successfully being at home in this concept, they find themselves stable in the job market. In other words, they are assured of their jobs. On the other hand, those who are outdated, are always victimized if they are simply graduated

## VII. REMEDIAL MEASURES

The following measures may be put forward for the introduction E-Commerce in this Course Curriculum –

1. The introduction of E-Commerce demands the revision of our old syllabus with Course content up-dated.
2. The Govt financial assistance to educational institution should be enhanced.
3. At all levels academic institution should be well equipped with this latest technology.
4. Creation of awareness about the technology among the public by the local Advertising Media is needed.
5. The emphasis should be laid on the opening of Information Centre connected with proper Internet facilities for the Commerce graduates.
6. Training to required number of teachers and provisions of Infrastructural facilities are among other measures.

## REFERENCES

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