

UNIT - I**Chapter 1 : Introduction to E-Commerce and E- Business 1-1 to 1-16**

Syllabus : Definition and competing in the digital economy, Impact of E-Commerce on Business Models, Factors Driving e-commerce and e-Business Models, Economics and social impact of e-Business, opportunities and Challenges, e-Commerce vs m-Commerce, Different e-Commerce Models (B2B, B2C, C2B, C2C, B2E), e-Commerce Applications : e-Trading, e-Learning, e-Shopping, Virtual Reality & Consumer Experience, Legal and Ethical issues in e-Commerce.

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