

From

Dr. P. C. Santhosh Babu

Head of the Department

Research and PG Department of commerce

MES Keveeyam College, Valanchery

To

The Principal

MES Keveeyam College, Valanchery

Sir,

Sub: Request for the approval of Certificate Course

The department of commerce is planning to conduct a certificate course on E Commerce Management of 30 hrs duration for final year B com students. So, kindly grant permission for the same.

Thanking you

Yours faithfully

Place: Valanchery

Date: 30/08/2023

[Handwritten signature in green ink]

[Handwritten signature in blue ink]

Dr. PC Santhosh Babu
Assistant Professor & Head
Research & PG Department of Commerce
MES Keveeyam College
Valanchery - 676552

From

Dr. P. C. Santhosh Babu

Head of the Department

Research and PG Department of commerce

MES Keveeyam College, Valanchery

To

The Principal

MES Keveeyam College, Valanchery

Sir,

Sub: Request for the Approval of Board of Studies for the short Term Course

The following academicians may be included in the Board of Studies for the Short Term Course on E commerce Management to be conducted by the Department of Commerce with these members.

1. Dr. Niranjana C, Assistant professor, Guruvayoorappan College, Kozhikkode.
2. Dr. Yasmin CK, Assistant Professor, MES Kalladi College, Mannarkkad
3. Dr. Saleena E.C, Assistant Professor, Ambedkar College of Arts & Science, Wandoor
4. Jameela MK, Assistant professor, MES Keveeyam College, Valanchery
5. Ledid bin abdulkhader, Assistant professor, MES Keveeyam College, Valanchery
6. Akhila Ibrahim, Assistant professor, MES Keveeyam College, Valanchery

Thanking you

Yours faithfully

Kovind



MINUTES OF BOARD OF STUDIES MEETING

VENUE: Department of Commerce

Date: 06/09/2023

AGENDA: Approval of the syllabus of Certificate Course on E commerce Management.

1. Discussion were done on the draft syllabus
2. Approval can be given to syllabus.

Members present:

1. Dr. Niranjana C, Assistant professor, Guruvayoorappan College, Kozhikkode. 
2. Dr. Yasmin CK, Assistant Professor, MES Kalladi College, Mannarkkad 
3. Dr. Saleena E.C, Assistant Professor, Ambedkar College of Arts& Science, Wandoor 
4. Jameela MK, Assistant professor, MES Keveeyam College, Valanchery 
5. Ledid bin abdukhader, Assistant professor, MES Keveeyam College, Valanchery 
6. Akhila Ibrahim, Assistant professor, MES Keveeyam College, Valanchery 

Kovind





MES KEVEEYAM COLLEGE

VALANCHERY | MALAPPURAM | KERALA | INDIA

NAAC RE-ACCREDITED WITH "A+" GRADE (3.44)

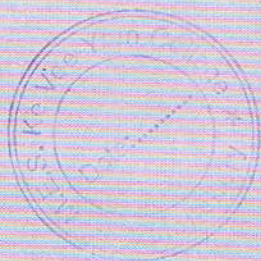
www.meskeveeyamcollege.ac.in

RESEARCH AND PG DEPARTMENT OF COMMERCE

CERTIFICATE COURSE ON E-COMMERCE MANAGEMENT

**REGISTRATION
ENDS ON
12/09/2023**

**DURATION
30 HOURS**





MES KEVEEYAM COLLEGE VALANCHERY

P.O.Valanchery, Malappuram Dist, Kerala, Pin:676 552.
Phone : 0494-2642670, 0494 2644380
www.meskeveeyamcollege.ac.in,
principal@meskeveeyamcollege.ac.in

Reaccredited with 'A+' Grade by NAAC (Score 3.44)

Aided by Govt. of Kerala and Affiliated to the University of Calicut
ISO 9001:2015 certified institution

Proceeding of the Principal, MES Keveeyam College Valanchery dated 01/07/2023

Sub: Certificate Course

Ref: (1) (1) Request from the head of Department of Commerce Dated 30-08-2023

(2) Minutes of the Board of Studies Meeting for approval of the syllabus Dated 06-09-2023

ORDER

As per reference cited (1) above Dr. PC Santhosh babu (Head, Department of Commerce) has requested permission to conduct a certificate course on "E Commerce Management" KVM/CC/23-24/01. The course is meant for third year UG students and scheduled for 3 months duration. In the same letter he has requested to constitute a board of studies for the course with the following members.

1. Dr. Niranjana C, Assistant professor, Guruvayoorappan College, Kozhikkode.
2. Dr. Yasmin CK, Assistant Professor, MES Kalladi College, Mannarkkad
3. Dr. Saleena E.C, Assistant Professor, Ambedkar College of Arts& Science, Wandoor
4. Jameela MK, Assistant Professor, MES Keveeyam College, Valanchery
5. Ledid bin Abdul khader, Assistant Professor, MES Keveeyam College, Valanchery
6. Akhila Ibrahim, Assistant Professor, MES Keveeyam College, Valanchery

Sanction is hereby accorded to Department of Commerce to conduct a certificate course on E commerce Management. The board of studies for the course is constituted with the members listed above.

Dr.KP Vinod Kumar
Principal

PRINCIPAL
M.E.S KEVEEYAM COLLEGE
VALANCHERY, PIN 676552
MALAPPURAM



Copy to:

1.HOD, Department of Commerce

2.File

DEPARTMENT OF COMMERCE SHORT TERM COURSE

CERTIFICATE COURSE IN E COMMERCE MANAGEMENT

~~CC/BCM/43~~ bcm/
KVM/CC/23-24/01

Objective

- Give an awareness about the concept of E Commerce Management
- Understand importance of E commerce Management.

Outcomes

- Acquire awareness and knowledge about the dynamic situations of commerce especially electronic medium
- To understand the growth of E commerce

Course Contents

- Theory: 30 hrs duration

Scheme of Evaluation

Theory examination	: 30 marks
Assignment	: 20 marks
Total	: 50 marks

Approved



E-COMMERCE
CERTIFICATE COURSE IN ~~EVENT~~ MANAGEMENT
KVM/CC/BCM/23-24/01
~~CC/BCM/43~~

Total Hours 30

SYLLABUS

Module 1

Introduction to E-commerce: The revolution is just beginning, Ecommerce: A Brief History, Understanding E-commerce: organizing Themes. **10 Hours**

Module 2

E-commerce business models and concepts: E-commerce Business Models, Major Business to Consumer (B2C) business models, Major Business to Business (B2B) business models, Business models in emerging E-commerce areas, How the Internet and the web change business: strategy, structure and process, The Internet: Technology Background, The Internet Today, Internet II- The Future Infrastructure, The World Wide Web, The Internet and the Web: Features. **10 Hours**

Module 3

E-commerce marketing concepts, Online retailing and services Consumer online: The Internet Audience and Consumer Behaviour, Basic Marketing Concepts, Internet Marketing Technologies, B2C and B2B E-commerce marketing and business strategies, The Retail sector, Analyzing the viability of online firms, E-commerce in action: E-tailing Business Models, Common Themes in online retailing, The service sector: offline and online, Online financial services, Online Travel Services, Online career services **10 Hours**

Kpvined



NAME OF THE FACULTY ENGAGING THE CLASS

1. Jameela M.K
2. Sinija AS
3. Abdul Latheef KT

Korined



october

[illegible]



S.NO	1. Name	October										November				
		12	13	16	17	18	19	20	2	3	4	6	10	13	14	15
1	Shibila. N	AB	A	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
2	Nasla farhana	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
3	Anshidha febin	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
4	Adam aneemudeen	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
5	sruthi kp	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
6	Vismaya m p	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
7	Fathima Haneena. K	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
8	Mufeedha. Vm	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
9	Arshidha MP	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
10	Aswin E	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
11	Nahas P	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
12	SAHLA UK	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
13	Fathima Asna Rahman	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
14	Shifil sha po	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
15	Sajla	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
16	Siljiya k k	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
17	Marwa CK	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
18	Risvana thasni.k	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
19	RIMSHIDHA. K	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
20	Rifana.k	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
21	NIMISHA PP	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
22	Sayana VP	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
23	Akshaya T T	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
24	Neha nasreen	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
25	Muhammad Sufail k	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB
26	MIDHUNA P P	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB	AB

Kevin

[illegible]

Kovinec

[illegible]

Kovine

[illegible]Kovinec

111	Manjusha.v
112	Sufaila k. T
113	Hussan.k
114	athikka mp
115	Sadiya thasni
116	Shafna
117	fathima dilsha
118	Ramees jaman k.p
119	Akshay M R
120	Shebee Rehneem TK
121	Muhsinath
122	Navya das T
123	Abharna KT
124	Nandana.v
125	Anan shiba.P
126	Rayyan Harshal
127	Mohamed shehal.k
128	Fidha sherin k
129	Safa. M. P
130	Asna farvin.p
131	Mubashira vk
132	Raniya N
133	Mussammil
134	Rida Rahma Kiliyanni
135	Shahana jahan



Kovinec

RESEARCH AND PG DEPARTMENT OF COMMERCE
CERTIFICATE COURSE ON E COMMERCE MANAGEMENT

Test Paper (10*3=30)

1. Define Ecommerce and explain its features.
2. Explain different types of E commerce models.
3. How the internet makes changes in business?
4. Explain the structure and process of E commerce.
5. What are E tailing business models?
6. How common themes are important in online retailing?
7. What are the different types of online financial services?
8. How technology and Internet marketing is related?
9. Write a short note on emerging trends in E commerce.
10. Explain the evolution and present scenario of online retailing.

Kpvined



RESEARCH & PG DEPARTMENT OF COMMERCE

E commerce
Management

S.NO	1. Name	Mark(30)	Assignment(2)	Total
1	Shibila. N	28	20	48
2	Nasla farhana	26	20	46
3	Anshidha febin	30	20	50
4	Adam aneemudeen	21	20	41
5	sruthi kp	20	20	40
6	Vismaya m p	30	20	50
7	Fathima Haneena. K	29	20	49
8	Mufeedha. Vm	30	20	50
9	Arshidha MP	28	20	48
10	Aswin E	30	20	50
11	Nahas P	30	20	50
12	SAHLA UK	28	20	48
13	Fathima Asna Rahman	30	20	50
14	Shifil sha po	26	20	46
15	Sajla	30	20	50
16	Siljiya k k	25	20	45
17	Marwa CK	25	20	45
18	Risvana thasni.k	30	20	50
19	RIMSHIDHA. K	26	20	46
20	Rifana.k	27	20	47
21	NIMISHA PP	25	20	45
22	Sayana VP	30	20	50
23	Akshaya T T	28	20	48
24	Neha nasreen	27	20	47
25	Muhammad Sufail k	25	20	45
26	MIDHUNA P P	27	20	47
27	Sreeshna.k	28	20	48
28	Afara M	28	20	48
29	Shamliya Rosin	30	20	50
30	Fathimathul Binziya	26	20	46
31	Adil sainudheen	30	20	50
32	Navas	24	20	44
33	Jalwa. C. Jahana	30	20	50
34	Muhsina mol p	29	20	49
35	Sneha kt	30	20	50
36	ISHAQ M P	18	20	38
37	Husna nasrin kp	20	20	40
38	ADHIYA E	25	20	45
39	Shifna pv	26	20	46
40	Arjun.K	30	20	50
41	Muhammed shad cc	25	20	45
42	Shamila	24	20	44
43	Aswini	20	20	40
44	Sana sulaiman ck	24	20	44
45	Muhammed Fawas	25	20	45
46	Ashifa M	25	20	45
47	Muhammed hashir k	28	20	48
48	Adila. Nk	21	20	41
49	Mohammed muhsin . K	25	20	45
50	Sayed Muhammed M	24	20	44
51	MUHAMMED SHAHID K.P	20	20	40
52	Dharsana k p	30	20	50
53	Rineesha. p	21	20	41

Kovind



54	Haifa	25	20	45
55	Rahul PP	28	20	48
56	Adarsh. Vp	29	20	49
57	Shahana Shan. N	22	20	42
58	Shamseera T. T	21	20	41
59	Jifna ck	20	20	40
60	SHIFALI K.S	24	20	44
61	FATHIMA SHAFNA MC	23	20	43
62	Akheel Abu Hurair	25	20	45
63	Binoy	24	20	44
64	Anjana. M	23	20	43
65	Bhavya K K	30	20	50
66	Mohamed shibili k	21	20	41
67	Binsiya k	22	20	42
68	Muhamma'd shibili kp	23	20	43
69	Hiba Nasrin.c	25	20	45
70	Nandhana krishnan kk	26	20	46
71	Roshan Sunil ks	24	20	44
72	Fahad kp	25	20	45
73	MUHAMMED SHANIS CV	24	20	44
74	Nihala PV	21	20	41
75	Noori Thasni. CK	20	20	40
76	Mirazeel vv	28	20	48
77	Mohammed sinan km	24	20	44
78	Shahna Shirin k	20	20	40
79	Muhammed jaseem k	20	20	40
80	Pavithra Raj	24	20	44
81	mohamed rafal	25	20	45
82	Muhammed sahludheen mt	30	20	50
83	Shamsiya.TN	28	20	48
84	Anaswara. G	20	20	40
85	Amrutha SP	21	20	41
86	Mohammed Shubin	20	20	40
87	Avanthika nj	25	20	45
88	Noshin Anver	21	20	41
89	Hanna sherin.c	20	20	40
90	Ibnul Rishad.M	22	20	42
91	Vandana Raj I.P	20	20	40
92	Jasmiya Nasrin	21	20	41
93	Akhila NP	30	20	50
94	Asha thesni pt	23	20	43
95	SHAHLA SHERY KADAVANDY	24	20	44
96	Yadhu nandan vp	21	20	41
97	Mariyathul husna	30	20	50
98	Salman faris	28	20	48
99	aflah	30	20	50
100	Fathima Sana	26	20	46
101	Farzeen asharaf tk	24	20	44
102	Abhishma. A	26	20	46
103	Abhirami A	25	20	45
104	Hiba Salami.K	30	20	50
105	Fathima rabeeba pp	29	20	49
106	Shibiliya	28	20	48
107	Aswathy cp	24	20	44
108	Shabna .T	25	20	45
109	Amal k p	24	20	44



110	Mohammed Nishad K	25	20	45
111	Manjusha.v	22	20	42
112	Sufaila k. T	20	20	40
113	Hussan.k	30	20	50
114	athikka mp	20	20	40
115	Sadiya thasni	22	20	42
116	Shafna	22	20	42
117	fathima dilsha	25	20	45
118	Ramees jaman k.p	30	20	50
119	Akshay M R	26	20	46
120	Shebee Rehneem TK	28	20	48
121	Muhsinath	28	20	48
122	Navya das T	26	20	46
123	Abharnna KT	22	20	42
124	Nandana.v	23	20	43
125	Anan shiba.P	30	20	50
126	Rayyan Harshal	30	20	50
127	Mohamed shehal.k	26	20	46
128	Fidha sherin k	24	20	44
129	Safa. M. P	22	20	42
130	Asna farvin.p	24	20	44
131	Mubashira vk	23	20	43
132	Raniya N	30	20	50
133	Mussammil	30	20	50
134	Rida Rahma Kiliyanni	21	20	41
135	Shahana jahan	29	20	49

Keenred





MES KEVEEYAM COLLEGE

Valanchery | Kerala

NAAC accredited with 'A+' Grade

www.meskeveeyamcollege.ac.in

KVM-CC-23-24/

Certificate

This is to certify that Asna Farvin P. has successfully completed the certificate course on

“ E-commerce Management ” conducted by the

Department of Commerce, MES Keveeyam College, Valanchery

during the academic year 2023-24.

Ms. Jameela. M. K

Co-ordinator

Course Facilitator

Head of the Department

Prof. Dr. K. P. Vinod Kumar

Principal



Kevinod



MES KEVEEYAM COLLEGE

Valanchery | Kerala

NAAC accredited with 'A+' Grade

www.meskeveeyamcollege.ac.in

KVM-CC-23-24/

Certificate

This is to certify that Husna Nasrin K.P. has successfully completed the certificate course on

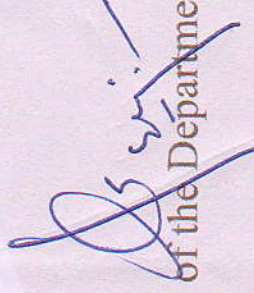
“ E-Commerce Management ” conducted by the

Department of _____, MES Keveeyam College, Valanchery

during the academic year 2023-24.


Ms. Jameela, M. K.
Co-ordinator


Course Facilitator


Head of the Department


Prof. Dr. K. P. Vinod Kumar
Principal

