Shri Shivaji Arts & Commerce College, Amravati
Department of Commerce & Management

2018-19

Title of the Program	:	Add-on Course on M-Commerce
Date:	:	07/01/2019 To 23/01/2019
Time:	:	10:00 AM to12:00 PM
Organized by:	:	Department of Commerce & Management.
Convener:	:	Prof. Manoj V. Jagtap
Resource Person	:	Dr.Darshana Choudhary
		Ms. Rashika Deshmukh
No. of Participants	:	150
Objective of the Program	:	1) To aware students about concept of M-Commerce
		2) To give the knowledge about M-Commerce Technology
		3) To Disseminate Theory of M-commerce to students.
Outcome Of Program	:	1) Students got knowledge about Business to business application of M-Commerce
		2) Students got knowledge of M-Commerce Technology.
Total hours of the Program	:	30 Hours

Convener
Prof. M.V. Jagtap

Dr. Manojkumar V. Jagtap
Professor & Head
Department of Commerce & Management
Arts and Commerce College
Amravati-444603 (M.S.)

Principal
Dr. Smita R. Deshmukh
Principal
Shri Shivaji Arts & Commerce
College, Amravati.

Shri Shivaji Arts & Commerce College, Amravati

Department of Commerce

21 Days – Add-on Course on M-Commerce

Duration : 7Th January to 31st January 2019

Syllabus

UNIT I MOBILE COMMERCE

Introduction – Infrastructure of M–Commerce – Types of Mobile Commerce Services – Technologies Of Wireless Business – Benefits And Limitations, Support, Mobile Marketing & Advertisement, Non– Internet Applications In M–Commerce – Wireless/Wired Commerce Comparisons.

UNIT II MOBILE COMMERCE: TECHNOLOGY

A Framework For The Study of Mobile Commerce, A Classification Framework For Mobile Location Based Services – Wireless Personal And Local Area Networks –The Impact of Technology Advances On Strategy Formulation In Mobile Communications Networks.

UNIT III MOBILE COMMERCE: THEORY AND APPLICATIONS

The Ecology Of Mobile Commerce – The Wireless Application Protocol – Mobile Business Services – Mobile Portal – Factors Influencing The Adoption of Mobile Gaming Services – Mobile Data Technologies, The Role of Mobile Advertising In Building A Brand – M–commerce Business Models

UNIT IV BUSINESS– TO– BUSINESS APPLICATIONS OF M– COMMERCE

Enterprise Enablement – Email and Messaging – Field Force Automation (Insurance, Real Estate, Maintenance, Healthcare) – Field Sales Support (Content Access, Inventory) – Asset Tracking and Maintenance/Management – Remote IT Support – Customer Retention (B2C Services, Financial, Special Deals) – Warehouse Automation – Security.

Co-ordinator

Prof. M.V. Jagtap