ROLE OF E-COMMERCE IN EDUCATIONAL SECTOR

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Abstract

Information technology is the key factor for the development of post industrial society. The Business in this modern era are networked and use information Technology to survive in a highly competitive environment. Information Technology, E-Commerce and their role in higher education in commerce discussed in this paper.

Introduction

The growing phenomenon of globalization, liberalization and privatization has been immensely influencing the higher education commerce in particular. The technological revolution has further provided new dimensions. E-commerce,   e-finance, e-marketing, e-investment, e-banking, paperless trading and governance has been gaining importance all over the World. At the same time, the outsourcing business, call center activities, small business operation, IT based services etc, are expanding very fast.

The technological advancements must be integrated into the basic fabric of higher education in commerce. In fact, development of IT skills provides edge to commerce graduates in dealing with the changing scenario of trade, commerce and industry. Moreover, it will further help in creating new employment avenues in the market.

Importance of Information Technology

The continuous strife of business to increase productivity and efficiency, reduce the costs of their products and services, and use technology to continually innovate in order to expand and create new markets is not new. It is just that today, competition is much more severe than ever before. Technology is an enabler of change and a method, but change itself has to be driven by business drivers that take advantage of the technology. For several business of today do not have sufficient time to strengthen themselves in this changing age. There are continuous changes in the market, in customer needs, in technology, in the system environments and also changes in the rules, regulations and legislations of governments. The challenge into the present business world is not only to survive competition, and use new technologies, but also to manage change in technology and in markets.

E-Commerce

E-Commerce is associated with buying and selling of information, products and services over computer communication networks. E-Commerce helps to conduct traditional commerce through new ways of transferring and processing information. Since, it is an information which is

at the heart of any commercial activity. Information is electronically transferred from computer to computer, in an automated way.

Parts of E-Commerce

High-end-e-commerce application development like end-to-end shopping mall/storefront, web hosting services, web performance tuning, domain name registration, web-enabling mission-critical legacy applications, providing interfacing to enterprise applications like ERP,SCM,CRM, specialized workflow management software, IT infrastructure management, performance-tuning etc are important part of the e-commerce.

Further It Includes

- Internet Service Providers
- Content-mangers

    The primary job of ISP is to

    - Manage a high-speed internet backbone to carry all the e-commerce data
    - Ensure access to their digital pipe through many access devices that include data modems, ADSL, cable modern, cell phones, palm tops & Web TV(digital taps) and
    - Manage lacks of customers

The infrastructure management is primarily technical & a strong background in Electronics & Communication engineering or computer networking is a must. Customer management is an area where liberal arts, commerce graduates, management degree holders & others can excel. Management an ISP node in remote areas would call for a combination of technical and business skills.

Much of Web design is about HTML, XML, Web and Database integration, Web-enabling and Perl and Java Script. Yet it calls for creativity and aesthetic appreciation to win customers, visual Design, Graphic design, Audio & Video mastery and an eye for beauty & aesthetics are must. Thanks to very powerful web design tools and creative skills that would dominate technical skills in Web design area. Web hosting itself is emerging as a vast area of business and is more of Infrastructure management than mere creation of Web pages.

E-Commerce Courses

The course on e-commerce is nothing but a set of courses include,

HTML,DHTML,JAVA, ASP,JSP,XML,FRONTPAGE

Opportunities For Commerce Students

Commerce students of tomorrow must need awareness will be well advised to develop a deep understanding of e-commerce. In fact, M.Com and MBA tomorrow will be M.Com (e-commerce) e-MBA with specialized courses onE-Marketing, E-Finance, E-HR and E-Production and E-Hospital management also.

With every business embracing e-business the demand for professionals who can address these issues would rise significantly and called as, over the years, they would not call

themselves as e-commerce experts, they would be registration management experts, store-front developers, site management experts, web strategists, application reengineering experts, workflow experts, performance experts, payment systems experts or web-hosting experts! Such professionals would be the first IT professionals with years of experience and note that e-commerce experts who were suddenly "dressed-up" through a one year crash course on   e-commerce from the street comer shops.

On the whole, e-commerce is a huge opportunity. There is a place for everyone. The close links and synergistic environment have to be created between industrial activities and commerce education.

Conclusions

The skills, attitudes, training and values must be imparted to commerce students in such a way that suit the requirements of the industry. The influx of foreign universities in the country poses new challenges to the commerce education. The whole educational components required to be strengthened for facing the competition. The industrial requirements based curriculum should be developed to enhance employability of our commerce graduates. The students equipped with the new knowledge and skill will be able to deal with the changing business environment effectively.

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