

CO203 E – COMMERCE AND ITS APPLICATIONS
(4 credits)

Objective

This course is designed to give an overall knowledge of e-commerce and its technologies as well as designing a web page.

MODULE I

(15)

E-COMMERCE : OVERVIEW

Unit 1 :Fundamentals of E-commerce- definition- features- need & essential requirements- Parties to E-commerce transactions- environment-E-commerce & trade Cycle.- Internet concepts- Private network- Public network (VPN)- Intranet & its applications- Extranet

Unit 2 :Business Strategy in an Electronic Age -Value Chain-Competitive Advantage-Business strategies

Unit 3 :E-commerce Types :Inter-organizational transaction- Purchasing online- After sales online- internet trading relationship-B2B- EDI & its impact on Business- B2C- Intra-organizational E-commerce– Supply chain management.

MODULE II

(20)

WEB PAGE DESIGNING

Unit 1: Basics of Web design displays and authoring in HTML language : create-edit modify HTML document

Unit 2 : Structural HTML tags :create-edit-modify in HTML document

Unit 3 :Hyperlinking , Images : create-edit-modify in HTML document

MODULE III

(15)

ELECTRONIC BUSINESS ,ELECTRONIC PAYMENT SYSTEMS AND SECURITY

Unit 1: Electronic-business E-business solution matrix- electronic Customer Relationship Management & its strategies- Strategies for web auctions- virtual communications & web portals- E-shopping.

Unit 2: Electronic payment Systems Digital Payment Requirements- Digital Token-based Electronic Payment Systems Classification of New Payment Systems- Properties of E-cash- Cheque Payment Systems on internet- Risk and Electronic Payment Systems- Designing Electronic Payment System- Digital Signature.

Unit 3 : E-commerce Security Issues & Solutions: Security and Threats- Encryption- Cryptography and Authentication.

MODULE IV

(10)

ELECTRONIC BANKING, ELECTRONIC MARKET AND EELCTRONIC SERVICES

Unit 1 : Electronic banking : definition- ATMs- EFT- MFT- EMT- FTT- steps for online financial transaction- components & security of E-banking.

Unit 2 : Electronic market : Strategies for internet marketing - sales and promotion- 5 P's to internet marketing- Online advertising mechanism- Electronic financial marketing- E-trading- E-retailing- Reseller.

Unit 3 : Electronic services and it's technologies.

Suggested Readings:

1. Rayudu- C.S - "*E-commerce E-business*"- Himalaya Publishing House Mumbai.
2. Whiteley David "*E-commerce: Strategy- Technologies and Applications*"- Tata McGraw Hill- New Delhi- New York.
3. Kalakota- Ravi & Whinston- Andrew B.- "*Frontiers of Electronic Commerce*" - Addison-Wesley- Massachusetts.
4. West land- J. Christopher & Clark- Theodore H.K- "*Global Electronic Commerce Theory and Case Studies*"
5. Amor- Daniel- "*The E-business(R) Evolution (Living and working in an interconnected world)*". "Prentice Hall PTR- NJ.
6. Bajaj - Kamlesh k & Nag- Debjani- "*E-commerce (The cutting Edge of Business)*" - Tata McGraw Hill Publications- New Delhi.
7. Schneider- Gary P. & Perry- James T. "*Electronic Commerce*"- Thomson Learning Australia – Course Technology- Australia.
8. Chakrabarti- R & Kardile- Vikas- "*The Asian Manager's Handbook of E-commerce*" - Tata McGraw Hill Publications- New Delhi.
9. Greenstein- Marilyn & Todd M Feinman- "*Electronic Commerce: Security- Risk Management and Control*"- Tata McGraw Hill Publications- New Delhi.
10. By Bud E. Smith "Creating Web Pages For Dummies" Wiley Publishing Inc. 111 river street, Hoboken NJ 07030-5774

Suggested Journals

1. Journals of Business & Industrial marketing - Emerald Journals.
2. International Journal of Quality and reliability management- Emerald Journals.
3. Business Process Management Journal- Emerald Journals- Emerald Journals.
4. Internet Research- Emerald Journals.
5. Information Management & Computer Security- Emerald Journals.
6. The TQM Magazine- Emerald Journals.
7. Management Decision. Emerald Journals.