COURSE CONTENT

E-COMMERCE								

VIII Semester: CSIT

Course Code	Category	Hours /Week			Credits	Maximum Marks		
		L	T	P	C	CIA	SEE	Total
ACIC16	Elective	3	-	-	3	30	70	100
ContactClasses:45	Tutorial Classes: Nil	Practical Classes: Nil				Total Classes:45		

Prerequisite: There are no prerequisites to take this course

I. COURSE OVERVIEW:

The main objective of this course focuses on principles of e-commerce from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies. In addition, some of the major issues associated with e-commerce—security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities—will be explored. Students will build their own web presence and market it using an online platform

II. COURSE OBJECTIVES:

The students will try to learn:

I.   The fundamentals of e-commerce, types and applications.
II. The role of the major types of information systems in a business environment and their relationship to each other
III. The impact of the Internet and Internet technology on business electronic commerce and electronic business
IV. The major management challenges for building and using information systems and learn how to find appropriate solutions to those challenges.

III. SYLLABUS:

MODULE – I: INTRODUCTION TO ELECTRONIC COMMERCE (09)
Electronic Commerce: Frame work, media coverage; anatomy of e-commerce applications: E-commerce consumer applications, E-ecommerce organization applications..

MODULE – II: ELECTRONIC PAYMENT SYSTEMS (09)
Types of electronic payment systems; Digital token based electronic payment system: E-cash, properties of e-cash, electronic cash in action, business issues and electronic cash, operational risk and electronic cash, electronic checks; smart cards and electronic payment system; Credit card based electronic payment system; Risk and electronic payment system; Designing electronic payment system.

MODULE – III: INTER AND INTRA ORGANIZATIONAL COMMERCE (09)
Inter organizational commerce: Electronic data interchange, electronic data interchange implementation, and value added networks; Intra organizational commerce: Work flow, automation customization and internal commerce, supply chain management.

MODULE – IV: CORPORATE DIGITAL LIBRARY (09)
Corporate digital library: Document library, digital document types, corporate data warehouses; Advertising and marketing: Information based marketing, advertising on internet, on-line marketing process, market research.

MODULE - V MULTIMEDIA (09)
Multimedia: key multimedia concepts, digital video and electronic commerce, desktop video processing, desktop video conferencing, structured documents ,SGML.

IV. TEXT BOOKS:

1. Ravi Kalakata,Whinston Andrew B, "Frontiers of Electronic Commerce", Pearson, 1st Edition, 1996.

V. REFERENCE BOOKS:
1. David Whitley, "E-Commerce-Strategy, Technologies and Applications", Tata McGraw-Hill, 2ndEdition, 2000.
2. Kamlesh K.Bajaj, "E-Commerce- The Cutting Edge of Business", Tata McGraw-Hill, 1st Edition, 2005.
3. J. Christopher Westland, Theodore H. K Clark, "Global Electronic Commerce- Theory and Case Studies", University Press, 1st Edition, 1999.

VI. WEB REFERENCES:
1. www.engr.sjsu.edu/gaojerry/course/cmpe296u/296z/introduction.pdf
2. https://www.tutorialspoint.com/e_commerce/e_commerce_payment_systems.htm
3. www.csnotes.upm.edu.my/kelasmaya/web.nsf/.../$FILE/chapt%2001.ppt