



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

E-COMMERCE								
VIII Semester: IT								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
AITD31	Elective	L	T	P	C	CIA	SEE	Total
		3	0	0	3	40	60	100
Contact Classes: 48	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 48			
Prerequisite: Computer Networks								

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. COURSES 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.

III. COURSE OUTCOMES:

At the end of the course students should be able to:

- CO1 Understand the basic concepts of E-Commerce and its applications for buying and selling the product online.
- CO2 Explain the importance of electronic cash payments for developing E-commerce activities.
- CO3 Analyze the impact of E-commerce on business models to implement best strategies.
- CO4 List out the key features of internet, intranets and extranets to explain the use network systems in e-commerce business.
- CO5 Explain digital library and supply chain management concepts to develop best management practices
- CO6 Distinguish theoretical and practical issues of conducting business over the internet and the Web to understand the multimedia effects on e-commerce.

IV. COURSE CONTENT:

MODULE – I INTRODUCTION TO ELECTRONIC COMMERCE (10)

Electronic Commerce: Frame work, media coverage; anatomy of e-commerce applications: E-commerce consumer applications, E-commerce 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 (10)

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: On-Demand Education and Digital Copyrights, V MULTIMEDIA (09)

Computer Based Education and Training, Technological Components of Education On- Demand, Digital Copyrights and Electronic commerce, Multimedia: key multimedia concepts, digital video and electronic commerce, desktop video processing, desktop video conferencing, structured documents, SGML.

V. TEXT BOOKS:

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

VI. REFERENCE BOOKS:

1. David Whitley, “E-Commerce-Strategy, Technologies and Applications”, Tata McGraw- Hill, 2nd Edition, 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.

VII. ELECTRONICS RESOURCES:

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](http://www.csnotes.upm.edu.my/kelasmaya/web.nsf/.../$FILE/chapt%2001.ppt):http://www.tutorialspoint.com/human_computer_interface/quick_guide.html

VIII. MATERIALS ONLINE

1. Course template
2. Tutorial question bank
3. Tech-talk topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II

9. Lecture notes
10. PowerPoint presentation
11. E-Learning Readiness Videos (ELRV)