

## E-COMMERCE

<b>VI Group: CSE/IT</b>								
<b>Course Code</b>	<b>Category</b>	<b>Hours / Week</b>			<b>Credits</b>	<b>Maximum Marks</b>		
AIT514	Elective	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>CIA</b>	<b>SEE</b>	<b>Total</b>
		3	-	-	3	30	70	100
<b>Contact Classes: 45</b>	<b>Tutorial Classes: Nil</b>	<b>Practical Classes: Nil</b>			<b>Total Classes: 45</b>			
<p><b>OBJECTIVES:</b>  <b>The course should enable the students to:</b>            I. Describe e-commerce framework.            II. Explain electronic system for payment.            III. Describe the use of e-commerce advertising and marketing.            IV. Understand business documents and digital library.            V. Understand the usage of multimedia systems for e-commerce.</p> <p><b>COURSE OUTCOMES(Cos):</b>            1. Understand the basic concepts of E-commerce            2. Demonstrate an retailing in E-commerce by using the effectiveness of market research            3. Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra organizational            4. Describe about Consumer Search and Resource Discovery            5. Describe the key features of Internet, Intranets and Extranets and explain how they relate to each other</p> <p><b>COURSE LEARNING OUTCOMES(CLOs):</b>            1. Understand about the frame Work and Media Coverage            2. Describe about the anatomy of e-commerce applications            3. Demonstrate about the E-commerce consumer applications            4. Explain about E-commerce organization applications            5. Explain about the Types of electronic payment systems            6. Describe about the digital token credit based electronic payment system            7. Demonstrate about credit card payment system            8. Explain about the design of electronic payment system card            9. Discuss about the Inter organizational commerce            10. Demonstrate about the Intra organizational commerce            11. Describes about supply chain management            12. Explain about the Corporate digital library            13. Understand about the advertising and marketing            14. Understand the search and resource discovery paradigms            15. Describe information search and retrieval            16. Demonstrate about the commerce and catalogues            17. Explain about information filtering            18. Understand about the key multimedia concepts            19. Demonstrate about the digital video and electronic commerce            20. Explain the desktop video processing and desktop video conferencing</p>								
<b>UNIT-I</b>	<b>INTRODUCTION TO ELECTRONIC COMMERCE</b>						<b>Classes: 10</b>	
Electronic Commerce: Frame work, media coverage; anatomy of e-commerce applications: E-commerce consumer applications, E-commerce organization applications.								

<b>UNIT-II</b>	<b>ELECTRONIC PAYMENT SYSTEMS</b>	<b>Classes: 10</b>
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.		
<b>UNIT-III</b>	<b>INTER AND INTRA ORGANIZATIONAL COMMERCE</b>	<b>Classes: 09</b>
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. 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.		
<b>UNIT-IV</b>	<b>CONSUMER SEARCH AND RESOURCE DISCOVERY</b>	<b>Classes: 08</b>
Search and resource discovery paradigms, information search and retrieval, commerce catalogues, Information filtering.		
<b>UNIT-V</b>	<b>MULTIMEDIA</b>	<b>Classes: 08</b>
Multimedia: Key multimedia concepts, digital video and electronic commerce, desktop video processing, desktop video conferencing.		
<b>Text Books:</b>		
1. Ravi Kalakata, Whinston Andrew B, -Frontiers of Electronic Commercell, Pearson, 1 <sup>st</sup> Edition, 1996.		
<b>Reference Books:</b>		
1. David Whitley, -E-Commerce-Strategy, Technologies and Applications, Tata McGraw-Hill, 2 <sup>nd</sup> Edition, 2000. 2. Kamlesh K. Bajaj, -E-Commerce- The Cutting Edge of Business, Tata McGraw-Hill, 1 <sup>st</sup> Edition, 2005. 3. J. Christopher Westland, Theodore H. K Clark, -Global Electronic Commerce- Theory and Case Studies, University Press, 1 <sup>st</sup> Edition, 1999.		
<b>Web References:</b>		
1. <a href="http://www.engr.sjsu.edu/gaojerry/course/cmpe296u/296z/introduction.pdf">www.engr.sjsu.edu/gaojerry/course/cmpe296u/296z/introduction.pdf</a> 2. <a href="https://www.tutorialspoint.com/e_commerce/e_commerce_payment_systems.htm">https://www.tutorialspoint.com/e_commerce/e_commerce_payment_systems.htm</a> 3. <a href="http://www.csnotes.upm.edu.my/kelasmaya/web.nsf/.../\$FILE/chapt%2001.ppt">www.csnotes.upm.edu.my/kelasmaya/web.nsf/.../\$FILE/chapt%2001.ppt</a>		
<b>E-Text Books:</b>		
1. <a href="http://www.ebooks-for-all.com/bookmarks/detail/Introduction-To-E-Commerce/onecat/Electronic-books-Economics-and-Business+E-Business/5/all_items.html">http://www.ebooks-for-all.com/bookmarks/detail/Introduction-To-E-Commerce/onecat/Electronic-books-Economics-and-Business+E-Business/5/all_items.html</a> 2. <a href="https://www.tutorialspoint.com/e_commerce/e_commerce_pdf_version.htm">https://www.tutorialspoint.com/e_commerce/e_commerce_pdf_version.htm</a> 3. <a href="https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/ebooks/pages/e-commerce-guide.aspx">https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/ebooks/pages/e-commerce-guide.aspx</a>		

**MOOC Course:**

1. <https://www.edx.org/course/digital-marketing-social-media-e-wharton-digitalmarketing1-1x-0>
2. <http://www.ocw.mit.edu/courses/electrical-engineering-and-computer-science/6-s096-effective-programming-in-c-and-c-january-iap-2014/index.htm>
3. <https://www.class-central.com/mooc/2294/coursera-foundations-of-e-commerce>
4. <https://www.class-central.com/mooc/1966/canvas-network-basics-of-e-commerce>