E-COMMERCE

VIII Semester: CSE / IT								
Course Code	**Category**	**Hours / Week**			**Credits**	**Maximum Marks**		
AEEB19	**Elective**	**L**	**T**	**P**	**C**	**CIA**	**SEE**	**Total**
		3	1	-	4	30	70	100
Contact Classes: 45	**Tutorial Classes: 15**	**Practical Classes: Nil**				**Total Classes: 60**		

OBJECTIVES:
The students will try to learn:

I	The foundations and importance of E-commerce and its technology for business.
II	The steps, tools, and network mechanisms needed to start selling online.
III	The techniques and principles in Electronic Payment System and its environment.
IV	The main business and marketplace models for Electronic Communications and Trading

COURSE OUTCOMES:
After successful completion of the course, students will be able to:

CO 1 **Understand** the basic concepts of E-Commerce and its applications for buying and selling the product online.

CO 2 **Explain** business-to-consumer, business-to-business, and intra organizational models to develop an internet trading relationships.

CO 3 **Demonstrate** the retailing procedure in E-commerce to expertise in market research effectively.

CO 4 **Explain** consumer search and resource discovery for the filtering of information.

CO 5 **List out** the key features of internet, intranets and extranets to explain the use network systems in e-commerce business.

CO 6 **Analyze** the impact of E-commerce on business models to implement best strategies

CO 7 **Understand** E-commerce and web based applications to built and develop e-commerce designs

CO 8 **Make use** of the major E-commerce revenue models to evaluate existing websites

CO 9 **Explain** digital library and supply chain management concepts to develop best management practices.

CO 10 **Explain** theoretical and practical issues of conducting business over the internet and the Web to understand the multimedia effects on e- commerce

UNIT-I	INTRODUCTION TO ELECTRONIC COMMERCE	Classes: 10

Electronic Commerce: Frame work, media coverage; anatomy of e-commerce applications: E-commerce consumer applications, E-ecommerce organization applications.

UNIT-II	ELECTRONIC PAYMENT SYSTEMS	Classes: 10

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

UNIT-III	INTER AND INTRA ORGANIZATIONAL COMMERCE	Classes: 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.

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

UNIT-IV	CONSUMER SEARCH AND RESOURCE DISCOVERY	Classes: 08

Search and resource discovery paradigms, information search and retrieval, commerce catalogues, Information filtering.

UNIT-V	MULTIMEDIA	Classes: 08

Multimedia: Key multimedia concepts, digital video and electronic commerce, desktop video processing, desktop video conferencing.

Text Books:

1   Ravi Kalakata, Whinston Andrew B, ―Frontiers of Electronic Commerce‖, Pearson, 1st Edition,1996

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.

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

E-Text Books:

1.   http://www.ebooks-for-all.com/bookmarks/detail/Introduction-To-E-Commerce/onecat/Electronic-books Economics-and-Business+E-Business/5/all_items.html
2.   https://www.tutorialspoint.com/e_commerce/e_commerce_pdf_version.htmL
3.   https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/ebooks/pages/e-commerce-guide.aspx