

III Year II Semester

L T P C

Code: 17CS633

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**E-COMMERCE
(DEPT ELECTIVE-II)**

OBJECTIVES:

1. Identify the major categories and trends of e-commerce applications.
2. Identify the essential processes of an e-commerce system.
3. Identify several factors and web store requirements needed to succeed in e-commerce.
4. Discuss the benefits and trade-offs of various e-commerce clicks and bricks alternatives.
5. Understand the main technologies behind e-commerce systems and how these technologies interact.
6. Discuss the various marketing strategies for an online business.
7. Define various electronic payment types and associated security risks and the ways to protect against them.

UNIT – I Electronic Commerce-Frame work, anatomy of E-Commerce applications, E-Commerce Consumer applications, E-Commerce organization applications. Consumer Oriented Electronic commerce - Mercantile Process models.

UNIT – II Electronic payment systems - Digital Token-Based, Smart Cards, Credit Cards, Risks in Electronic Payment systems. Inter Organizational Commerce - EDI, EDI Implementation, Value added networks.

UNIT – III Intra Organizational Commerce - work Flow, Automation Customization and internal Commerce, Supply chain Management.

UNIT – IV 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 – V Consumer Search and Resource Discovery - Information search and Retrieval, Commerce Catalogues, Information Filtering.

UNIT – VI Multimedia - key multimedia concepts, Digital Video and electronic Commerce, Desktop video processing, Desktop video conferencing.

OUTCOMES:

- Identify, interpret and analyze stakeholder needs
- Identify and apply relevant problem solving methodologies
- Design components, systems and/or processes to meet required specifications
- Demonstrate research skills

TEXT BOOK:

1. Frontiers of electronic commerce – Kalakata, Whinston, Pearson.

REFERENCE BOOKS:

1. E-Commerce fundamentals and applications Hendry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang, John Wiley.
2. E-Commerce, S.Jaiswal – Galgotia.
3. E-Commerce, Efrain Turbon, Jae Lee, David King, H.Michael Chang.
4. Electronic Commerce – Gary P.Schneider – Thomson.
5. E-Commerce – Business, Technology, Society, Kenneth C.Taudon, Carol Guyerico Traver.