

3/3 MCA First Semester

CA5T4G

E- COMMERCE

Credits : 4

Lecture Hours : 4 periods / week

Internal assessment : 30 Marks

Semester and Examination: 70 Marks

Course Description:

Course Context and Overview: Electronic commerce technologies provide new strategic opportunities that must be considered by any business that wants to have a global presence. The convergence of computing and communications technologies impacts such organizational processes as new product development, resource acquisition, order fulfillment and customer service. This course provides an understanding of the evolving Internet technologies and explores the business implications of these developments. The focus is on the fit between technology and strategy.

This course provides tools, skills, and an understanding of technology, business concepts and issues that surround the emergence of electronic commerce on the Internet. The emphasis of the course is on that part of the Internet known as the World Wide Web (WWW) where such tools as IE are used. In addition to acquiring basic skills for navigating the Internet and creating an electronic presence on the WWW, the student will develop an understanding of the current practices and opportunities in electronic publishing, electronic shopping, electronic distribution, and electronic collaboration. We also explore several types of the problems surrounding electronic commerce such as security - authentication, privacy - encryption, safeguarding of intellectual property rights, acceptable use policies, and legal liabilities.

Course Objective:

- Understand the framework and anatomy of ecommerce applications and analyze ecommerce consumer, organizational applications.
- Infers mercantile process models from both merchant's and consumer's view point.
- Design an electronic payment system.
- Understands the implementation of Electronic Data Interchange (EDI) in day to day life.
- Studies all the aspects of Intra-Organizational electronic commerce including supply chain management.
- Design a business case for a document library.
- Analyze different consumer, information searching methods and resource discovery and information retrieval techniques

UNIT-I:

Introduction: Electronic Commerce-Frame work, anatomy of E-Commerce applications, E-Commerce Consumer applications, E-Commerce organization applications.

UNIT-II:

E-commerce model: Consumer Oriented Electronic commerce - Mercantile Process models.

UNIT-III:

Electronic payment systems: Introduction to Electronic payment system, Digital Token-Based, Smart Cards, Credit Cards, Risks in Electronic Payment systems.

UNIT-IV:

Inter Organizational Commerce - EDI, EDI Implementation, Value added networks.

UNIT-V:

Intra Organizational Commerce: Introduction to Intra Organizational Commerce - work Flow, Automation Customization and internal Commerce, Supply chain Management.

UNIT-VI:

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-VII:

Consumer Search and Resource Discovery: Information search and Retrieval, Commerce Catalogues, Information Filtering.

UNIT-VIII:

Multimedia: key concepts of multimedia, Digital Video and electronic Commerce, Desktop video processings, Desktop video conferencing.

Learning Resources

Text Books:

1. Frontiers of Electronic commerce – Kalakata, Whinston, Pearson. 2009.

Reference Books:

1. E-Commerce fundamentals and applications Hendry Chan, Raymond Lee, Tharam Dillon, Ellizabeth Chang, John Wiley, 1/e, 2007.
2. Electronic Commerce – Gary P.Schneider – Thomson, 4/e, 2003.
3. E-Commerce – Business, Technology, Society, Kenneth C.Taudon, Carol Guyerico Traver, 9/2, 2012.
4. E-Commerce, S.Jaiswal – Galgotia.