

Department of ECM

PVP12

4/4 B.Tech. EIGHTH SEMESTER

EM8T2

E-COMMERCE

Credits: 4

Lab/ Practice: 4 periods/week

Internal assessment: 25 marks

Tutorial: 1

Semester end examination: 50 marks

Course Objectives:

- To understand how electronic commerce is affecting business enterprises, governments, consumers and people in general.

Learning Outcomes:

After Completion of this course the student will be able to Understand

- Various components of e-commerce.
- Describe E-Commerce payment systems.
- Understand Web marketing approaches and elements of branding.
- Internet technology and its utility in commercial activities.
- Methodology of online business dealings using e-commerce infrastructure.

UNIT – I

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

UNIT – II

Consumer Oriented Electronic commerce - Mercantile Process models.

UNIT – III

Electronic payment systems - 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 - 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 multimedia concepts, Digital Video and electronic Commerce, Desktop video processings, Desktop video conferencing.

TEXT BOOK:

Frontiers of electronic commerce – Kalakata, Whinston, Pearson.

REFERENCES:

1. E-Commerce fundamentals and applications Hendry Chan, Raymond Lee, Tharam Dillon, Ellizabeth 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.