

**III B. Tech – II Semester**  
**(17CS633) E-COMMERCE (Elective - 2)**

Int. Marks	Ext. Marks	Total Marks	L	T	P	C
40	60	100	3	1	-	3

**Pre-Requisites: None**

**Course Objectives:**

- Identify the major categories and trends of e-commerce applications.
- Identify the essential processes of an e-commerce system.
- Identify several factors and web store requirements needed to succeed in e-commerce.
- Discuss the benefits and trade-offs of various e-commerce clicks and bricks alternatives.
- Understand the main technologies behind e-commerce systems and how these technologies interact.
- Discuss the various marketing strategies for an online business.
- 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.

**Course Outcomes:**

1	Gains Knowledge on framework of e-commerce.	L1
2	Gains Knowledge on concepts of electronic payment systems.	L1
3	Gains Knowledge on concepts of Intra Organizational Commerce.	L2
4	Gains Knowledge on Corporate digital library.	L2
5	Gains Knowledge on Consumer search and resource Discovery.	L4
6	Gains Knowledge on digital video and electronic commerce.	L4

**Correlation of COs with POs & PSOs:**

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10	PO-11	PO-12	PSO-1	PSO-2	PSO-3
CO-1	1	-	2	-	3	-	-	-	-	-	-	2	-	1	3
CO-2	1	-	2	-	3	-	-	-	-	-	-	2	-	1	3
CO-3	1	-	2	-	3	-	-	-	-	-	-	2	-	1	3
CO-4	1	-	2	-	3	-	-	-	-	-	-	2	-	1	3
CO-5	1	-	2	-	3	-	-	-	-	-	-	2	-	1	3
CO-6	1	-	2	-	3	-	-	-	-	-	-	2	-	1	3

**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.