IV B.Tech – II Semester
(17CS841) E-COMMERCE (from CSE) (Open Elective-II)

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

Pre-Requisites: None

UNIT-I:
Electronic Commerce-Frame work, anatomy of E-Commerce applications, ECommerce Consumer applications, E-Commerce organization applications.

UNIT-II:
Consumer oriented electronic commerce-mercantile process models. Electronic payment systems - Digital Token-Based, Smart Cards, Credit Cards, Risks in Electronic Payment systems.

UNIT-III:
Inter Organizational Commerce - EDI, EDI Implementation, Value added networks 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's, Desktop video conferencing.

Course Outcomes:

CO-1	Gains Knowledge on framework of e-commerce.	L1
CO-2	Gains Knowledge on concepts of electronic payment systems.	L1
CO-3	Gains Knowledge on concepts of Intra Organizational Commerce.	L2
CO-4	Gains Knowledge on Corporate digital library.	L2
CO-5	Gains Knowledge on Consumer search and resource Discovery.	L3
CO-6	Gains Knowledge on digital video and electronic commerce.	L3

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 Books:
1. Frontiers of electronic commerce-kalakata,whinstone,pearson.
2. E-Commerce ,strategy,technology and implementation

Reference Books:
1.E-Commerce fundamentals and applications Hendry Chan, Raymond Lee, Tharam Dillon, Ellizabeth Chang, John Wiley.
2. E-Commerce, SJaiswal- Galgotia.
3. E-Commerce, Efrain Turbon, Jae Lee, David King, H.Michael Chang.
4. Electronic Commerce - Gary PSchneider - Thomson.
5. E-Commerce - Business, Technology, Society, Kenneth c.TilUdon, Carol Guyerico Traver.