

**IV Year I Semester**

**Code: 17CS744**

**L T P C**

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**E-COMMERCE  
(Open Elective-II)**

**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. 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, Desktop video conferencing.

**Course Outcomes:**

1. To be familiar with e-commerce applications
2. To master in implementation of EDI
3. To be familiar with Corporate Digital library, advertising and marketing
4. To be familiar with Consumer search and resource discovery
5. To master in Multimedia concepts in e-commerce

**Text books:**

1. Frontiers of electronic commerce-kalakata, whinstone, pearson.
2. E-Commerce ,strategy, technology and implementation RAGHU ENGINEERING COLLEGE (Autonomous) (Approved by AICTE, New Delhi, Permanently Affiliated to JNTU Kakinada, Accredited by NBA & Accredited by NAAC with A grade)

**Reference books:**

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