

E – COMMERCE

IV Year II Semester

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17CS841

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(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's, Desktop video conferencing.

Course Outcomes:

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

TEXTBOOKS:

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.