Paper Code : ECM:504
Paper Name : E- COMMERCE

Teaching Hours (Per Week)		Examination Scheme		
TH. (hours)	Pr. (hours)	Internal	External	Total
		Th. (marks)	Th. (marks)	100 (marks)
4		30	70	

Lectures   =   68 Hours

Objective : This course aims at learning the following:

- Strengthen the business foundations underlying the e-Business initiative
- Tie technology to enterprise goals
- Architect tomorrow's robust, scalable e-Business infrastructures
- Integrate Web-based applications, client software, middleware, and back-end systems
- Leverage new CRM/eCRM, content management, and knowledge management technologies
- Anticipate and plan for the impact of pervasive computing, open source, and other key trends.

UNIT I: INTRODUCTION   (14 Hrs)
Meaning, Concepts, Features, Functions, Categories of E-Commerce, Scope, Advantages and Limitation of E-Commerce, E-Commerce practices v/s Traditional practices, E-Commerce and the Trade Cycle.

UNIT II: FUNDAMENTAL OF E-COMMERCE   (14 Hrs)
Types of e-commerce- B2B, B2C, C2C, and P2P, B2B service provider, e-distributor, Procurement, Importance of E-Commerce, Internet and its role in e-commerce, procedure of registering Internet domain, Tools and Services of Internet.

UNIT III: E-PAYMENT, MARKETING AND FINANCE   (14 Hrs)
Transactions through Internet, Requirements of e-payment systems, Functioning of debit and credit cards, Impact of e-commerce on market, Marketing issues in e- marketing, direct marketing, Areas of e-financing, E-banking, Traditional v/s E-banking.

UNIT IV: SECURITY OF E-COMMERCE   (13 Hrs)
Setting up Internet security, Maintaining secure information, Data Encryption, Digital Signature and other Security Measures. Laws Relating to online transactions- Salient Features.

UNIT V: E-COMMERCE IN INDIA   (13 Hrs)
State of e-commerce in India, Problems and Opportunities in e-commerce in India, Legal Issues, Future of e-commerce, Applications in E-Commerce: E-commerce applications in Manufacturing, Wholesale, Retail and Service sector.

REFERENCE BOOKS:
1. Daniel Amor - "**E Business R(Evolution)**" Prentice Hall, 2002
2. Krishnamurthy: "**E-Commerce Management**" Vikas Publishing House.
3. David Whiteley: **"E-Commerce: Strategy, Technologies and Applications"** Tata McGraw Hill.
4. P. T. Joseph: "**E-Commerce: An Indian Perspective 2ⁿᵈ Edition**" PHI Learning Pvt. Ltd.
5. Janice Reynolds : **"The Complete E-Commerce Book",** CMP Books
6. Paul Allen: **"Realizing eBusiness with Components"** Addison-Wesley Publication
7. Mark Norris, Steve West: **"eBusiness Essentials"** John Wiley & Sons
8. Gary Schneider: **"Electronic Commerce: The Second Wave"** Course Technology
9. Harvey M. Deitel, Paul J. Deitel: **"e-Business & e-Commerce for Managers"** Prentice Hall
10. Robert Plant : **"eCommerce: Formulation of Strategy"** Prentice Hall