

E-COMMERCE

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.

OUTCOMES:

- Identify, interpret and analyze stakeholder needs
- Identify and apply relevant problem solving methodologies
- Design components, systems and/or processes to meet required specifications
- Design components, systems and/or processes to meet required specifications
- Demonstrate research skills

TEXT BOOK:

1. Frontiers of electronic commerce – Kalakata, Whinston, Pearson.

REFERENCE BOOKS:

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