

## E COMMERCE:

### UNIT - I :

Introduction to e-Commerce, Scope of electronic commerce, definition, e-Commerce and Trade Cycle, e- Markets, Internet e-Commerce in perspective. Value chain, Supply chain, Porters value chain model, Inter organizational value chains.

### UNIT - II :

Business strategy in electronic age: Competitive advantages, Strategy, Porters model, First Movers advantages, Advantages using e-Commerce. Introduction to business strategy, Strategic implications of IT, Technology, Business environment, Business capability, Existing business strategy, Strategy formulation and implementation planning, e-Commerce implementation, e-Commerce evaluation.

### UNIT - III :

Business to Business e-Commerce: Inter organizational transactions, The credit transaction trade cycle, A variety of transaction, Pens and things, Electronics Market, Usage of e-Market, Advantages and disadvantages of e-Market, Future of e-Market, EDI, introduction, EDI and Business.

### UNIT - IV :

Business to Consumer Electronic Commerce: Consumer trade transaction, Internet e-Commerce, e-Shop, Other e-Commerce technologies, Advantages and disadvantages of consumer e-Commerce. Elements of e-Commerce: elements, e-Visibility, e-Shop, Online payments, Internet e-Commerce security.