Unit	Contents
I	Introduction: Conceptual Framework of E-business, E-Commerce and Social Commerce; Web
	Based Tools for e-Commerce; E-Enabled Business Process Transformations and Challenges; E-
	Business Technology and Environment; E-Business Applications.
II	E-Business Models: Business Models and Revenue Models over Internet; Emerging Trends in
	E-Business; Digital Commerce; Mobile Commerce; Models-B2B, B2C, C2C, C2B, B2G, P2P
	Models; E-Marketplaces and E-Retailing; E-Governance and E-Services
III	Security Issues in E-Business: Electronic Commerce Threats; Encryption, Cryptography,
	Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates; Security
	Protocols and Public Key Infrastructure (PKI) for Security; digital Payment Methods and Fraud
	Prevention
IV	Technology and Policy Frameworks in Global E-Commerce: Global E-Services; Electronic
	Processing of International Trade Documents; Policy Framework for Global E-Business;
	Content Management Systems (CMS) for E-Commerce, Mobile Commerce and Responsive
	Design; Cloud Computing in E-Commerce
V	E-Commerce Marketing Strategies: Search Engine Optimization (SEO); Search Engine
	Marketing (SEM); Social Media Marketing & Influencer Marketing, Email Marketing &
	Customer Relationship Management (CRM); Analytics and Performance Tracking