

**Gokaraju Rangaraju Institute of Engineering and Technology (Autonomous)**

**Bachupally, Kukatpally, Hyderabad – 500 090, TS., India. (040) 6686 4440**

**L/P/T/C - 2/0/1/3**

**Unit-I: INTRODUCTION TO E-COMMERCE**

E-commerce, Difference between E-commerce and E-business, Purpose of E-Commerce, Eight Unique Features of E-commerce Technology, Web 2:0, Types of E-commerce, Growth of the Internet and the Web, Origins and Growth of E-commerce, Understanding E-commerce.

**Unit-II: E-COMMERCE BUSINESS MODELS AND CONCEPTS**

E-commerce Business Models, Business-to-Consumer (B2C) Business Models, Business-to-Business (B2B) Business Models, Business Models in Emerging E-commerce Areas.

**Unit-III:** **BUILDING AN E-COM WEB SITE**

Building an E-commerce Web Site, Choosing Software, Choosing the Hardware, E-commerce Site Tools.

**Unit- IV: ONLINE SECURITY AND PAYMENT SYSTEMS**

Security Threats in the E-commerce Environment,Technology Solutions, payment systems, E-commerce Payment System, Electronic Billing Presentment and Payment.

**Unit-V: ONLINE CONTENT AND MEDIA**

Online Content, Online Publishing Industry, Online Entertainment Industry.

**Text Book:**

1. Kenneth C. Laudon Carol Guercio Traver, “E-commerce: business, technology, society”, Fifth edition, Pearson Prentice Hall, 2009. (Unit-1:Chapter -1, Unit-II: Chapter-2, Unit-III: Chapter-4, Unit-IV: Chapter-5, Unit-V:Chapter-10)

**Reference Books:**

1. Dave Chaffey, "E-Business and E-Commerce Management: Strategy, Implementation and Practice", Fifth edition, Pearson Education, 2013.
2. K.K. Bajaj, Debjani Nag, "E-Commerce: The Cutting Edge of Business", Second edition, McGraw Hill Education (India) Private Limited, 2005.
3. David Whiteley ,“E-Commerce: Strategy, Technologies And Applications”, McGraw Hill Education (India) Private Limited, 2001.
4. Steffano Korper, "The E-Commerce Book: Building the E-Empire", Morgan Kaufmann, 2000.