E - COMMERCE

UNIT–I: Electronic Commerce-Frame work, anatomy of E-Commerce applications, E-Commerce Consumer applications, E-Commerce organization applications.

UNIT–II: Consumer Oriented Electronic commerce - Mercantile Process models.

UNIT–III: Electronic payment systems - Digital Token-Based, Smart Cards, Credit Cards, Risks in Electronic Payment systems.

UNIT-IV: Inter Organizational Commerce - EDI, EDI Implementation, Value added networks.

UNIT–V: Intra Organizational Commerce - work Flow, Automation Customization and internal Commerce, Supply chain Management.

UNIT–VI: 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–VII: Consumer Search and Resource Discovery - Information search and Retrieval, Commerce Catalogues, Information Filtering.

UNIT–VIII: Multimedia - key multimedia concepts, Digital Video and electronic Commerce, Desktop video processings, Desktop video conferencing.

TEXT BOOKS:

1. Frontiers of electronic commerce – Kalakata, Whinston, Pearson. 2. E-Commerce , strategy, Technology, and Implementation,

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