

E- COMMERCE

COURSE CODE: 20CA3110

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COURSE OUTCOMES:

At the end of the course the student shall be able to

CO1: Summarize the basic concepts of E-Commerce applications.

CO2: Examine factors considered to design electronic payment systems.

CO3: Demonstrate the Customization in work flow for an Intra-organizational Commerce.

CO4: Analyze the radical changes in advertising and marketing strategies.

CO5: Use multimedia concepts.

UNIT-I

(10Lectures)

ELECTRONIC COMMERCE:

Framework, Anatomy of E-Commerce applications, E- Commerce Consumer Applications, E-Commerce Organization Applications.Consumer-Oriented Electronic Commerce – Applications, Mercantile Process Models-from Consumer's and Merchant's Perspective.

Learning Outcomes:

At the end of the module, the student shall be able to:

1. Discuss basic components of E-Commerce Applications(L2)
2. Identify various E-Commerce Applications (L2)
3. Distinguish Mercantile Process Models(L2)

UNIT-II

(10Lectures)

ELECTRONIC PAYMENT SYSTEMS (EPS):

Digital Token-Based and Credit Card-Based EPS, Smart Cards, Risks in Electronic Payment systems, Designing EPS. Interorganizational Commerce & Electronic Data Interchange (EDI), EDI Implementation, Value added networks.

Learning Outcomes:

At the end of the module, the student shall be able to:

1. Illustrate various types of Electronic Payment systems(L3)
2. Identify the risks in Electronic Payment systems (L2)
3. Review the EDI applications in business(L2)

UNIT-III

(10Lectures)

INTRAORGANIZATIONAL COMMERCE: Work-Flow Automation and Coordination, Customization and Internal Commerce, Supply Chain Management (SCM), The Corporate DigitalLibrary - Making a Business Case for a Document Library, Types of Digital Documents, Corporate Data Warehouses.

Learning Outcomes:

At the end of the module, the student shall be able to:

1. Discover Work-Flow Automation for a business process(L3)
2. Identify the role of Supply Chain Management(L2)
3. Prepare a business case for a document library(L3)

UNIT-IV

(10Lectures)

ADVERTISING AND MARKETING ON THE INTERNET – Information based marketing, Advertising on the Internet, On-Line Marketing Process, Market Research. Consumer Search and Resource Discovery - Information Search and Retrieval, E-Commerce Catalogs or Directories, Information Filtering.

Learning Outcomes:

At the end of the module, the student shall be able to:

1. Compare the nature of marketing in E-Commerce environments(L4)
2. Analyze the impact of advertising on internet(L4)
3. Select an appropriate search and indexing technique to find the target information on an E-Commerce website(L4)

UNIT-V

(10Lectures)

MULTIMEDIA:

Key Multimedia Concepts, Digital Video and Electronic Commerce, Desktop Video Processing, Desktop Video Conferencing.

Learning Outcomes:

At the end of the module, the student shall be able to:

1. Summarize the impact of Digital Video in Electronic Commerce(L2)
2. Discover various components needed for Desktop Video Processing(L3)
3. Write various types of Desktop Video Conferencing(L3)

TEXTBOOK:

Ravi KalaKota and Andrew B.Whinston, “*Frontiers of Electronic Commerce*”, 11th Edition, Pearson Education,2011.

REFERENCES:

1. Hendry Chan, Raymond Lee, Tharam Dillon and Ellizabeth Chang, “*E- Commerce Fundamentals and Applications*”, 1st Edition, John Wiley,2008.
2. Jaiswal S, “*E-Commerce*”, 1st Edition, Galgotia Publishers,2008.
3. Efraim Turban, David King, Jae Kyu Lee, Ting-Peng Liang and Deborrah C. Turban, “*Electronic Commerce- A Managerial and Social Networks Perspective*”, 8th Edition, Springer,2015.
4. Kenneth C.Taudon and Carol GuercioTraver, “*E- Commerce Business, Technology, Society*”, 3rd Edition, Pearson Education,2008.

WEB REFERENCES:

1. <https://nptel.ac.in/content/storage2/courses/106108103/pdf/PPTs/mod13.pdf>
2. https://swayam.gov.in/nd1_noc19_mg54/preview