B.Com VI Semester) (Computer Application)

Theory Marks:70 **Internal Marks:30**

Essentials of E-commerce

Brief history of e-commerce , Advantages & Disadvantages of e-commerce , Elements of e-commerce Principles of e-com, Messaging and Information distribution, Common service infrastructure.

UNIT 2: Introduction of EDI

Electronic Data Interchange - Origin, Benefits of EDI, role of EDI in business companies, Migration to open EDI, E-com with WWW/Internet. E-Government- Concepts, Applications of G2C, G2B and G2G.

UNIT 3: Electronic communication

PC and networking, Network topologies and communication media, E-mail, LAN, WAN, MAN Internetworking - Bridges and gateways, Internet Vs Online services.

UNIT 4: WWW & Electronic Payment System:

Applications - what is web, Why is the Web such a hit, The Web and E-Com, Concepts & Technology - Key concepts , Web Software development Tools. Electronic payment system - Overview , Electronic or digital cash.

UNIT 5: Security and Application

Need of computer security, Cryptography, Digital signatures, Advertising on the internet, Marketing, Creating a website.

REFERENCE BOOKS:

1."Electronic Commerce" By Ravi Kalakota and Andrew B. Whinston.

2."E-Commerce" By Dr. Varinder Bhatia

