

GOKARAJU RANGARAJU INSTITUTE OF ENGINEERING AND TECHNOLOGY
PRINCIPLES OF E-COMMERCE
(OPEN ELECTIVE – I)

Course Code: GR20A3050

L/T/P/C: 3/0/0/3

III Year I Semester

Prerequisites: Computer Network course, Web Technology course and Internet terminologies.

Course Objectives:

1. Comprehend the fundamental e-commerce terminologies; recognize the business models and potential of e-Commerce.
2. Recognize the business models and potential of e-Commerce.
3. Choose better software, hardware and e-com tools for developing a fool proof web application.
4. Build and deploy a safe and secure online payment system.
5. Discuss the trends in e-Commerce, online content, media and the use of the internet.

Course Outcomes:

1. Comprehend and identify the nature and types of e-commerce.
2. Distinguish all types of business models.
3. Choose and pick the suitable software, hardware and e-com tools for developing a better web application.
4. Implement a robust, safe and secured online payment system.
5. Interpret about the current e-commerce development and usage of effective internet and rearticulate about the online content and management.

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 Books:

1. Kenneth C. Laudon Carol GuercioTraver, "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. SteffanoKorper, "The E-Commerce Book: Building the E-Empire", Morgan Kaufmann, 2000.