

## **06 1x18 E-COMMERCE & ERP**

**Credit : 3**

1. Electronic Commerce : Overview, Definitions, Advantages & disadvantages of E-Commerce, Indian Readiness

for E-commerce, E-transition, Challenges for Indian Corporate, The Information Technology Act 2000.

2. Business Models of e-commerce : Model Based on Transaction Party – B2C, B2B, C2C, C2B, Model Based

on Transaction Type.

3. E-Marketing : Identifying Web Presence Goals, The Browsing Behaviour Model, Online Marketing, E-

Advertising, Internet Marketing Trends, E-Branding, Marketing Strategies.

4. E-Security : Security on the Internet, E-Business Risk Management Issues, Firewall.

5. E-Payment System : Digital Payment requirement, Digital token Based E-Payment Systems, E-Cash, Risk,

Designing E-Payment Systems, Digital Signature, Online Financial Services in India.

6. E-Supply Chain Management : Overview, Benefits, Components, Architecture, Major trends.

7. E-Strategy : The Virtual Value Chain, Seven Dimensions, Planning the E-Commerce Project, Knowledge

Management.

8. Mobile Commerce : Growth, Wireless Applications, Origins, Wireless Technologies, Generations, Security

Issues, Indian context.

9. ERP : Concept, Origin, Evolution & Structure, Best Practices, ERP Vendor Analysis Basic Functional Modules in

ERP

Text Books :

1. E-Commerce An Indian Perspective by P.T.Joseph, PHI.

2. Enterprise Resource Planning Theory & Practice by Rahul V.Altekar, PHI.

Reference Books :

1. Introduction to E-Commerce by Rayport & Jaworski, TMP.

2. Frontiers of Electronic Commerce by Kalakota & Whinston, Pearson Education.

3. E-Commerce : Strategy Technologies & Applications by David Whiteley, TMH.