Semester	III	Total Credit	4
Course Code	GE-301	Credit Pattern	L-48, T-12, P-00
Course Title	E-Commerce		

Course Objectives

1	To explain the nature and different models of E-commerce
2	To explain the technologies required to make e-Commerce viable.
3	To discuss the current drivers and inhibitors facing the business world in adopting and using e-commerce and
4	To discuss the trends in e-Commerce and the use of the Internet.
5	To discuss e-commerce from an enterprise point of view.
6	To demonstrate the concepts of security in e-commerce applications.

Course Outcomes

After completion of this course the student will be able to:

1	Recognize the business impact and potential of e-commerce
2	Develop a holistic perspective on the role of IT in organizations.
3	Identify target market based on numerous parameters.
4	Select appropriate e-commerce models for any organization.
5	Follow security measures while dealing with e-commerce applications.

Unit Number	Contents	Number of Sessions	
1	History of e-commerce and Indian business context, www, advantages and disadvantages of e-commerce, e-commerce in India, various Indian case studies. Business models for e-commerce, different type of e-commerce, brokerage model, aggregator model, info-mediary model, community model, value chain model, manufacturer model, advertising model, subscription model, affiliate model.	L=12	
		T=03	P=00
2	Technologies of the www & e-security, internet client-server applications, networks and internets, URL, software agents, internet service providers, html, java script and xml, e-security, security on the internet, hacking, various security risks, e-business risk management issues, firewall.	L=12	
		T=03	P=00
3	e-marketing, traditional marketing, identifying web presence goals, the browsing behavior model, online marketing, e-advertising, internet marketing trends, target markets, e-branding, marketing strategies.	L=12	
		T=03	P=00
4	Architecture, legal and ethical issues, IT Law, phishing, copy right.	L=12	
		T=03	P=00

Learning Resources

1	Text books	a. E-commerce - An Indian Perspective by P.T. Joseph, S.J , PHI publication

2	**Reference books**	1. The unofficial guide to starting an e-commerce business by Jason R.Rich, IDG books India. 2. E-Commerce (Pearson Custom Business Resources) by Kenneth C. Laudon 3. Electronic Commerce by Gary P. Schneider
3	**Websites**	1. http://notes4learners.blogspot.com 2. https://www.academia.edu/8099032/e_commerce_notes 3. https://examupdates.in/e-commerce-full-notes/ 4. https://www.javatpoint.com/html-tutorial 5. http://www.echoecho.com/html.htm
4	**Journals**	1. "Electronic Commerce Research", ISSN: 1389-5753 (Print) 1572-9362 (Online), https://link.springer.com/journal/10660 2. "E - Commerce for future & Trends", eISSN: 2454–9347, http://stmjournals.com/E-Commerce-for-future-and-Trends.html 3. "Journal of Web Development and Web Designing", http://matjournals.com/Journal-of-Web-Development-and-Web-Designing.html
5	**Supplementary Reading**	1. geeksforgeeks 2. tutorialspoint 3. w3Schools
6	**Practical Components**	--------------------------