

Paper Code: BCA 305

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Paper Id: 20305

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Paper: E-commerce

Pre-requisites: None

Aim: To understand the process of Electronic commerce and Business strategy involved in it.

INSTRUCTIONS TO PAPER SETTERS:

Maximum Marks: 75

1. Question No. 1 should be compulsory and cover the entire syllabus. This question should have objective or short answer type questions. It should be of 25 marks.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions. However, student may be asked to attempt only 1 question from each unit. Each question should be 12.5 marks.

UNIT-I

An Overview of E-Commerce: Trade Process & Trade Cycles their linkages with information exchange; Definitions of E-commerce & E-business & their difference; Problems with Manual Systems, Aims of E-commerce, Functions of E-commerce, Applications of E-commerce in business functions, Tools & Technologies for E-commerce, Types of E-commerce, Operational & Strategic benefits of E-commerce, Issues & Challenges in E-commerce.

Electronic Data Interchange (EDI): Definition, Concept & Evolution of EDI, Traditional versus EDI enabled system for document exchange, EDI Layered Architecture, Process of EDI Message Exchange, Components of EDI, UNEDIFACT Standards & Message Structure, EDI in India, EDI enabled procurement process, EDI Implementation, UN 'Model Interchange Agreement' for international commercial use of EDI.

Web based E-Commerce: Need for web based business, Choosing the right format of website: Characteristics of PR site, Marketing site, Sales site/web-store and vertical & horizontal portals; Steps in setting up business on Internet: Selection & registration of domain name, Website development-client & server side tools, web authoring tools, catalogue & web store tools, Website hosting considerations-own versus rented server; Website Maintenance Online Promotion tools & techniques: Getting links to your site, banner advertisements & measuring advertisement effectiveness, Web Traffic Analysis: Various measures, structure of log file data at server side & its analysis for promotion and tools for analysis, Search Engine optimization techniques, Payment Gateways for online payment, Security of transactions on Web: Selling through Secure Servers, use of digital certificates and international standards.

[No. of Hrs: 12]

UNIT – II

Intranet, Extranet and VPN: Architecture of Intranet, Intranet Software, Applications of Intranets, Intranet Application Case Studies, Considerations in Intranet Deployment; The architecture of Extranets, Extranet Products & Services, Applications of Extranets, Business Models of Extranet Applications; Virtual Private Network (VPN): Architecture of VPN - service provider dependent & service provider independent configurations, VPN Security- User authentication & Data Security.

Electronic Payment Systems: E-cash: Purchasing & using of e-cash; Electronic Purses their loading with cash and use; E-cheque payment system; Online Third Party Verified Payment

Note : A Minimum of 40 Lectures is mandatory for each course.

Syllabus of Bachelor of Computer Applications (BCA), approved by BCA Coordination Committee on 26th July 2011 & Sub-Committee Academic Council held 28th July 2011. W.e.f. academic session 2011-12

System through Credit & Debit Cards & encryption mechanism; ATM based cash disbursement system; Electronic Bill Payment System; 6. Inter bank clearing system.

Security E-Commerce Transactions: Security issues: confidentiality, integrity, authentication, non-repudiation & access control their objectives & techniques; Types of security attacks; Cryptography & Digital Signatures: Symmetric & asymmetric cryptography, Public-Private Key Cryptography, Digital signatures & their use, Public Key Infrastructure (Digital Certificate, Certification Authority, Registration Authority, Key Repository), SSL and SET, Legal issues in cryptography
[No. of Hrs: 12]

UNIT – III

Business Strategy in an Electronic Age: Impact of Internet on Competition - Porter's Five Forces Model & Business Strategies in Digital Economy; Impact of IT Enabled Systems on Value Chain - Porter's Value Chain Model; Supply Chain & Supply Chain Management: Definition & flows in a supply chain, Evolution of supply chain-JIT & Quick Response Retailing, Push, Pull and Built-to-order model of supply chains, E-commerce enabled supply chain management using Internet, Intranet & Extranet.

Business Process Management: Concepts of Business Process Management & Business Process Reengineering; Call Centre operations: Purpose & functions, mode of operations, Components (Telephony, Web, Application servers & middle ware, Desktop applications); Customer Relationship Management (CRM).
[No. of Hrs: 10]

UNIT – IV

Technology & Legal Issues in E-Commerce: Technological Issues: Availability of telecom infrastructure, interoperability, bandwidth issues, technical standards & spectrum management, Expansion of Internet: 128 bit IP addressing issue; Legal Issues: Uniform Commercial code for E-commerce ('**Model Law on Electronic Commerce**' by United Nations Commission on International Trade Law, IT Act 2000 by Govt of India), Intellectual Property Protection (Copyrights, Patents, Trademarks & Domain Names), Privacy, Security (storage of electronic messages & their evidence value), Customs & Taxation laws, Role of governments & regulatory bodies, Jurisdiction issues.

Applications of E-Commerce & Case Studies: 1. Case studies & applications of e-commerce in Retailing, Banking, Manufacturing, Airlines & Railway reservation & e-governance; 2. Cyber Crimes.
[No. of Hrs: 10]