

E-Commerce (Elective-II)

1. **Introduction to E-Commerce:** Framework, Architecture, Benefits and Impact of e-Commerce, The Anatomy of E-Commerce applications, e-Commerce Consumer applications, e-Commerce Organization Applications, e-commerce in India, Prospects of e-commerce.
2. **Network Infrastructure for E-commerce:** Intranet, Extranet, & Internet, Internet Backbone in India, ISP and services in India, OSI Model, Standards & Overview of TCP/IP, Internet Security, ecommerce & Internet.
3. **E-commerce Models:** Business-to-Business–Hubs, Market Places, Business-to-Business Exchange, Business-to-Consumer, Consumer-to-consumer, Business-to-Government, Government-to-Government.
4. **E-Advertising & Marketing:** The new age of information–based Marketing, Emergence of internet as a competitive advertising media, Market Research, Weakness in Internet Advertising, e- Advertising & Marketing in India.
5. **Electronic Payment Systems:** Introduction to Payment Systems, On-Line Payment Systems, Pre- Paid e-Payment System, Post-Paid e-Payment System, Requirements Metrics of a Payment System.
6. **Electronic Data Exchange:** EDI- Definitions & Applications, Standardization and EDI, EDI- Legal Security and Privacy Issues, Advantages & Limitations of EDI.
7. **E-Security:** Securing the Business on Internet- Security Policy, Procedures and Practices, Transaction Security, Cryptology, Digital Signatures, Security Protocols for Web Commerce. e-CRM: CRM, what is e-CRM , it's Applications,
8. Case Study

References

1. Jeffrey F.Rayport & Bernard J.Jaworski: Introduction to E-commerce, TMH, 2003.
2. Kenneth C Laudon: E-commerce, Pearson Education, Mumbai, 2009.
- 3 C.S.V.Murthy: E-Commerce–Concepts, Models & Strategies, Himalaya Publishing house, Mumbai, 2010

4. Kamallesh K Bajaj & Debjani Nag: E-Commerce, the Cutting Edge of Business- Tata McGraw- Hill, New Delhi, 2009.
5. P.T.Joseph: E-Commerce, PHI Learning, New Delhi 2009
6. Gary P Schneider: E Commerce, Cengage Learning, New Delhi,2009.
7. Christopher Westland J, Theodore H K Clark: “Global Electronic Commerce”, Universities Press, Hyderabad, 2009.
8. Parag Diwan: E-Commerce, Excel Books, New Delhi, 2009