

E – COMMERCE
(Offered by CSE Department)
(Open Elective)

Course Code: 15CS1109

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COURSE OUTCOMES:

The student will be able to

CO1: Demonstrate an understanding of the foundations and importance of E-Commerce

CO2: Assess electronic payment systems

CO3: Analyze the impact of E-commerce on business models and strategy

CO4: Analyze the impact of advertising and marketing strategies

CO5: Use multimedia concepts.

UNIT I

(10 Lectures)

ELECTRONIC COMMERCE - Frame work, anatomy of E-Commerce applications, E-Commerce Consumer applications, E-Commerce organization applications. Consumer Oriented Electronic commerce – Mercantile Processmodels.

UNIT II

(10 Lectures)

ELECTRONIC PAYMENT SYSTEMS - Digital Token-Based, Smart Cards, Credit Cards,Risks in Electronic Payment systems. Inter Organizational Commerce - EDI, EDI Implementation, Value added networks.

UNIT III

(10 Lectures)

INTRA ORGANIZATIONAL COMMERCE - work Flow, Automation Customization andinternal Commerce, Supply chain Management. Corporate Digital Library - Document Library, digital Document types, corporate DataWarehouses.

UNIT IV

(10 Lectures)

ADVERTISING AND MARKETING - Information based marketing, Advertising on Internet,on-line marketing process, market research. Consumer Search and Resource Discovery - Information search and Retrieval, Commerce Catalogues, Information Filtering.

UNIT V

(10 Lectures)

MULTIMEDIA - key multimedia concepts, Digital Video and electronic Commerce, Desktopvideo processings, Desktop video conferencing.

TEXTBOOK :

Whinston, ,Frontiers of electronic commerce,9th Edition, Pearson Education , 2009.

REFERENCES :

1. Hendry Chan, Raymond Lee, Tharam Dillon, Ellizabeth Chang, John Wiley, E-Commerce fundamentals and applications ,Paper Back Edition,2007.
- 2., S.Jaiswal–Galgotia, E-Commerce ,1st Edition, 2008.
- 3, Efrain Turbon, Jae Lee, David King, H.MichaelChang,,. E-Commerce, 1st Edition, Pearson Education , 2008.
- 4.– Gary P.Schneider– Thomson, Electronic Commerce, 1st Edition, 2007.
- 5– Business, Technology, Society, Kenneth C.Taudon, Carol GuyericoTraver, . E-Commerce ,4th Edition, Pearson Education, 2008.

WEB REFERENCES:

1. <http://ecommercetechnology.org/>.
2. <http://www.ecommerce-guide.com>