

<b>Course</b>	PG Interdepartmental Course					
<b>Subject Code</b>		<b>Subject Title</b>	E-Commerce			<b>Semester</b>
<b>Internal Max:</b>	25	<b>External Max :</b>	75	<b>Total Marks</b>	100	<b>Hr./Week</b>
<b>For the Batch</b>	<b>Credits</b>					4
<b>Objective &amp; Subject Description</b>	After the successful completion of the course the student must be aware of Techniques in Application of e-commerce. This course is designed to provide knowledge about Electronic Commerce.					

### **UNIT - I**

Welcome to E-Commerce - Electronic Commerce Frame work - Electronic commerce and Media convergence - The anatomy of E-Commerce Applications - Components of the I-Way - Network Access Equipment - Global Information Distribution Networks - Internet Terminology - NSFNET : Architecture and Components - Globalization of the Academic Internet.

### **UNIT - II**

ISP: National, Regional-level, Local-level and Abroad Level - Network Interconnection Points and Options - Logistics of Being an Internet Service Provider - Consumer Oriented Applications - Mercantile Process Models - Consumer's Perspective - Merchant's Perspective - Electronic Payment Systems (EPS) - Types - Designing EPS - Smart Cards and EPS - Credit Cards and EPS.

### **UNIT - III**

Electronic Data Interchange (EDI) : Applications - Security and Privacy Issues - Software Implementations - Value Added Networks - Internal Information System - Workflow Automation and Coordination - Customization - Supply Chain Management .

### **UNIT - IV**

Marketing on the Internet: Advertising on the Internet - Charting the On-Line Marketing Process - E-Commerce Catalogs or Directories - Information Filtering - Consumer-Data Interface: Emerging Tools.

### **UNIT - V**

EDI Implementaion, MIME, and Value-Added Networks - Standardization and EDI - EDI Software Implementation \_ EDI Envelope for Message Transport - VAN - Software Agents Introduction - Characteristics and Properties - Technology Behind Software Agents - Telescript Agent Language - Safe TCL - Applets, Browsers and Software Agents - Software Agents in Action.

### **Text Book:**

1. Ravi Kalakota, Andrew Winston , "Frontiers of Electronic Commerce", Pearson Education Asia, 2010 edition.

### **Reference Books:**

1. Jeffery F. Rayport, Bernard J. Jaworski , "E-commerce", TMCH, 2002

2. E. Frami Turban, JAE Lee, David King, K. Michale Chung, "Electronic Commerce", Pearso Education, 2000