IV Year II Semester

Code: 17CS841

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E-COMMERCE
(Open Elective-II)

UNIT-I
Electronic Commerce-Frame work, anatomy of E-Commerce applications, ECommerce Consumer applications, E-Commerce organization applications.

UNIT-II
Consumer oriented electronic commerce-mercantile process models.Electronic payment systems - Digital Token-Based, Smart Cards, Credit Cards, Risks in Electronic Payment systems.

UNIT-III
Inter Organizational Commerce - EDI, EDI Implementation, Value added networks
Intra Organizational Commerce - work Flow, Automation Customization and internal Commerce, Supply chain Management.

UNIT-IV
Corporate Digital Library - Document Library, digital Document types, corporate Data Warehouses. Advertising and Marketing - Information based marketing, Advertising on Internet, on-line marketing process, market research.

UNIT-V
Consumer Search and Resource Discovery - Information search and Retrieval. Commerce Catalogues, Information Filtering.

UNIT-VI
Multimedia - key multimedia concepts, Digital Video and electronic Commerce, Desktop video processings, Desktop video conferencing.

Course Outcomes:
- To be familiar with e-commerce applications
- To master in implementation of EDI
- To be familiar with Corporate Digital library, advertising and marketing
- To be familiar with Consumer search and resource discovery
- To master in Multimedia concepts in e-commerce

TEXTBOOKS:
1. Frontiers of electronic commerce-kalakata,whinstone,pearson.
2. E-Commerce ,strategy,technology and implementation

REFERENCE BOOKS:

1.E-Commerce fundamentals and applications Hendry Chan, Raymond Lee, Tharam Dillon, Ellizabeth Chang, John Wiley.

2. E-Commerce, SJaiswal- Galgotia.

3. E-Commerce, Efrain Turbon, Jae Lee, David King, H.Michael Chang.

4. Electronic Commerce - Gary PSchneider - Thomson.

5. E-Commerce - Business, Technology, Society, Kenneth c.TilUdon, Carol Guyerico Traver.