

Course No.:503
Marks: 80

ESSENTIALS OF E-COMMERCE(EECO XIX)

Hours: 40

Objective: The objective of this paper is to familiarize the students with the basics of e-commerce and to comprehend its' potentials. Emphasis has been given in developing the various concepts of e-commerce along with their applications.

Course Contents:

Unit I: Internet and Commerce: Business operations; e-commerce practices vs traditional business practices; concepts b2b, b2c,c2c,b2g,g2h,g2c, benefits of e-commerce to organization, consumers and society; limitation of e-commerce; management issues relating to e-commerce.

20 : 10 hrs

Unit II: Operations of e-commerce : Credit card transaction; secure hypertext transfer protocol (SHTTP); electronic payment systems, secure electronic transaction (SET); SET encryption, process; cyber cash, smart cards, Indian payment models (brief idea)

20 : 10 hrs

Unit III: Applications in B2C : Consumer's shopping procedure on the internet; impact on disintermediation and re-intermediation; global market, strategy of traditional department stores; products in b2c model; success factors of e-brokers; broker's based services online; e-tourism, e-stock trading; e-banking; e-auctions; e-real state business-benefits and impact.

20 : 10 hrs

Unit IV: Applications in B2B: Key technologies for b2b; architectural models of b2b; characteristics of the supplier oriented marketplace, buyer-oriented marketplace, and intermediary-oriented marketplace, benefits of b2b on procurement reengineering; Just in Time delivery in b2b; internet base EDI from traditional EDI; marketing issues in b2b (preferably latest issues)

20 : 10 hrs

Text and Reference Books:

1. Agarwala Kamlesh. N. and Agarwala Deeksha: Bridge to online Storefront; Macmillan India, New Delhi.
2. Minoli Daniel, Minoli Emma: web Commerce Technology Handbook; tata Mc. Graw Hill, New Delhi.
3. Minoli Daniel: Internet & Internet Engineering: Tata Mc. Graw Hill, 1999. Bhatnagar Subhash and Schwarte Robert (Eds); Information and Communication Technology in Development; sage Publications India, New Delhi.
4. Amor, Daniel : E-Business ® evaluation, The: Living and working in an Interconnected World; Prentice Hall US.
5. Parag Diwan and Sunil Sharma: E-Commerce A Managers Guide to E-Business, Excel Books, New Delhi.