

Programme..Master of Commerce (MCom)

MCM5012 E – COMMERCE

Course Code	MCM5012	Semester	III
Course Title	E – COMMERCE		
Credits	3	Type	Elective

Learning/Course Objective

- To understand the complexity of e-commerce and its many facets.
- Learn about the implementation of HTTP and Secure Electronic transaction.
- To identify the main barriers to the growth and development of e-commerce in organizations.
- Describe the ever changing digital environment in which e-commerce exists and its impact on operational needs, capabilities, opportunities and challenges.
- To highlight the security issues in e-commerce.
- To explain the models of e-commerce.

Course Structure

UNIT I:

Introduction to e-commerce: Meaning and concept: electronic commerce versus traditional commerce; Media convergence; E-commerce and e-business; Channels of e-commerce; Business application of e-commerce; need for e-commerce; E-Commerce Consumer applications, E-Commerce Organisation, applications of e-commerce as an electronic trading system, special features. Internet Concept and technologies: concept and evolution of Internet; web technologies – global publishing concept, universal reader concept and client server concept; Hypertext publishing and hypertext information network; benefits of hypertext, URLS, HTTP , HTTPD servers, HTML, HTML forms and CGI gateway service.

UNIT II:

Business models of e-commerce and Infrastructure: E-commerce models; supply chain management, product and service digitations remote servicing, procurement; on line marketing and advertising e-commerce resources and infrastructure resources and planning for infrastructure. E -Business: Workflow management, mass customization and product differentiation; Organization restructuring; Integrated logistics and distribution; Knowledge management issues and role of e-commerce infrastructure.

UNIT III:

Electronic Payment System: Special features required in payment systems for e-commerce, Types of e-payment systems; E-cash and currency servers, e-cheques Digital token based credit cards, smart cards, electronic purses and debit cards; Business issues and economic implications; Operational, credit and legal risk of e-payment System; Risk management options in e-payment system; Components of an effective electronic payment system.

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UNIT IV:

Business to Business E-commerce: Needs and alternative models of B2B e-commerce; Technologies, EDI and paperless trading; EDI architecture, EDI standards, VANs, Costs of EDI infrastructure, features of EDI service arrangement, Internet-based EDI and FTP-based messaging.

UNIT V:

Security Issues in E-Commerce: Security risks of e-commerce, exposure of resources, types of threats, source of threats, security tools and risk-management approach e-commerce security and a rational Security policy for e-commerce: Corporate Digital Library; I.T. Act 2000.

Learning/Course Outcome

- Thoroughly learn the concepts of instant messaging and Electronic Data Exchange.
- Students will be able to acquire a good knowledge of e-commerce, both the technical and business aspects.
- Get familiarized with Electronic Payment System and its components.
- Acquire knowledge about Corporate Digital Library.

Books for References :

1. KalakafaWhinston Pearson - Frontiers of electronic Commerce 1996
2. P.T. Joseph S.J., E-Commerce, second edition PHI 2007, PHI Pvt. Ltd., New Delhi.
3. Agarwal, K.N and DeekshaArarwalar; Business on the Net; What's and How's of E-Commerce; Macmillan, New Delhi. 2006
4. Agarwal, K.N and DeekshaArarwala: Business on the Net; Bridge to the Online Storefront; Macmillan, New Delhi. 200
5. Cady, GlccHarrab and McGregor Pat: mastering the Internet, BPB Publication, and New Delhi. 1996
6. Diwan, Prag and Sunil Sharma: Electronic Commerce – A Manager's Guide to E – Business , Vanity Books International, Delhi. (out of published) 2002
7. Minoli and Minol; Web Commerce Technology Hand Book, Tata McGraw Hill, New Delhi. 2007
8. O'Brien J: Management Information Systems, Tata McGraw Hill, New Delhi. 2008