

## BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
COMM-409	E-Commerce	3	VIII
Year	Discipline		
4	Commerce		

### Course Objectives:

- To introduce E-Commerce with Business, Technology & Social perspective
- Examine the relationship of basic E-Business strategies to business success.
- Understanding of technological infrastructure to establish & support E-Commerce
- Understanding of E-Commerce marketing concepts and how important they are for the success of any E-Commerce business.
- Overview of some of the commercial E-Commerce systems

### Expected Outcomes:

- Understanding of different types of E-Commerce business models, associated technologies & their integration & effective interaction among these technologies
- Design & implementation of E-Commerce applications and associated hardware, network & security infrastructure
- Understanding of different components of E-Commerce application such as product catalog, shopping cart, shipping, payment methods, fulfillment, marketing, etc.
- Marketing & social impacts of ecommerce

### Required Course Textbook:

E-Commerce: Business, Technology, Society – 4th edition

Authors: Kenneth C. Laudon & Carol Traver

### Reference Books:

Electronic Commerce

Authors: Efraim Turban, Jae K. Lee, David King, Ting Peng Liang & Deborrah Turban

E-Commerce

Authors: Jeffrey F. Rayport & Bernard J. Jaworski

E-Commerce and Mobile Commerce Technologies

Authors: Dr. U.S. Panday & Er. Saurabh Shukla

E-Business

Authors: Dr. Ravi Kalakota

- **Introduction to E-commerce**
  - Definition of E-Commerce, E-Business with associated practical aspects and differences
  - Features which are unique to e-commerce technology
  - Different types of e-commerce
  - Origin & Growth of the Internet and the Web
  - Understanding E-commerce
- **E-commerce business models and concepts**
  - Detailed discussion & understanding of e-commerce models
    - Business-to-consumer (B2C) business models
    - Business-to-business (B2B) business models
    - Business models in other emerging e-commerce areas
      - Peer to Peer
      - M-commerce
  - Impact of Internet and World Wide Web on businesses, strategy, structure, and associated processes.
- **Technology Infrastructure of E-commerce**
  - Key technology concepts including Internet Protocol (IP), Internet Backbone, Network Access Points, Metropolitan Area Networks, Application Service Providers, Intranets and extranets
  - Brief discussion of Internet and WWW.
- **Planning and designing an E-commerce website**
  - Planning, Systems analysis and design
  - In-house vs. outsourcing – details, differences, cost impact & associated advantages & disadvantages of both options
  - System Testing, Implementation, Maintenance & optimization factors of the website
- **Security and Encryption**
  - Understanding of e-commerce related security environment, threats & technology based solutions includes
    - Protecting & securing channels of internet communications
    - Encryption
    - Secure socket layers (SSL)
    - Digital Signatures
    - Protecting networks using different types of Firewalls
    - Protecting servers and clients using OS controls/Anti-virus software
- **Ecommerce Payment Systems**
  - Introduction of Payment Systems involved in e-commerce
  - Credit-card e-commerce transactions
  - Other types of payment methods
  - Digital payment in B2C
  - Electronic billing

- **Ecommerce Marketing Concepts**
  - Basic marketing concepts
  - Internet marketing technologies
  - Search engine marketing
- **Ecommerce and Communications**
  - Online advertising, Online catalogs, Online chat
  - Direct email marketing
  - Benefits of online marketing communications
  - The cost of online advertising