

E-Commerce and M-Commerce			L	P	C
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Discipline(s) / EAE / OAE	Semester	Group	Sub-group	Paper Code
IT	6	PCE	PCE-2	CIE-336

Marking Scheme:												
1. Teachers Continuous Evaluation: 25 marks												
2. Term end Theory Examinations: 75 marks												
Instructions for paper setter:												
1. There should be 9 questions in the term end examinations question paper.												
2. The first (1st) question should be compulsory and cover the entire syllabus. This question should be objective, single line answers or short answer type question of total 15 marks.												
3. Apart from question 1 which is compulsory, rest of the paper shall consist of 4 units as per the syllabus. Every unit shall have two questions covering the corresponding unit of the syllabus. However, the student shall be asked to attempt only one of the two questions in the unit. Individual questions may contain upto 5 sub-parts / sub-questions. Each Unit shall have a marks weightage of 15.												
4. The questions are to be framed keeping in view the learning outcomes of the course / paper. The standard / level of the questions to be asked should be at the level of the prescribed textbook.												
5. The requirement of (scientific) calculators / log-tables / data – tables may be specified if required.												
Course Objectives :												
1.	To impart knowledge about the fundamentals and advancements in the fields of Electronic Commerce (E-Commerce) with the aim of enabling the students to explore the possibilities of practical applications and research aspects in the field of integrating business with Information Technology.											
2.	To impart knowledge of Electronic Payment Systems, Electronic Data Interchange, online selling techniques, and Internet tools.											
3.	To understand the concept of Supply chain management, E-procurement, and Customer relationship management.											
4.	To impart knowledge about the fundamentals and advancements in the fields of Mobile Commerce (M-Commerce) with the aim of enabling the students to explore the possibilities of practical applications and research aspects in the field of integrating business with Information Technology.											
Course Outcomes (CO)												
CO 1	Ability to have in-depth knowledge in the fields of Electronic Commerce (E-Commerce)											
CO 2	Ability to understand Electronic Payment Systems, Electronic Data Interchange, online selling techniques, and Internet tools.											
CO 3	Ability to understand the concept of Supply chain management, E-procurement, and Customer relationship management.											
CO 4	Ability to have an understanding of Mobile Commerce (M-Commerce)											
Course Outcomes (CO) to Programme Outcomes (PO) mapping (scale 1: low, 2: Medium, 3: High)												
	PO01	PO02	PO03	PO04	PO05	PO06	PO07	PO08	PO09	PO10	PO11	PO12
CO 1	3	2	2	2	3	-	-	-	2	2	3	3
CO 2	3	2	2	2	3	-	-	-	2	2	3	3
CO 3	3	2	2	2	3	-	-	-	2	2	3	3
CO 4	3	2	2	2	3	-	-	-	2	2	3	3
UNIT-I												
Introduction and Concepts: Networks and commercial transactions – Internet and other novelties; networks and electronic transactions today, Model for commercial transactions; Internet environment – internet advantage, worlds wide web and other internet sales venues; Online commerce solutions.												
Security Technologies: Insecurity Internet; A brief introduction to Cryptography; Public key solution; Key distribution and certification; prominent cryptographic applications.												
Electronic Payment Methods: Updating traditional transactions; secure online transaction models; Online												

commercial environments; digital currencies and payment systems; Offline secure processing; private data networks.

UNIT-II

Protocols for Public Transport of Private Information: Security protocols; secure protocols; Secure hypertext transfer protocols; Secure sockets layers; Integrating security protocols into the web; Non technical provide. Electronic Commerce Providers: On-line Commerce options: Company profiles.

Electronic Payment Systems: Digital payment systems; First virtual internet payment system; cyber cash model. On-line Commerce Environments: Servers and commercial environments; Netscape product line; Netscape commerce server; Microsoft internet explorer and servers; open market.

Digital Currencies: Optional process of Digicash, Ecash Trail; Using Ecash; Smart cards, Electronic Data Interchange; Its basics; EDI versus Internet and EDI over Internet.

Strategies, Techniques and Tools: Internet Strategies: Internet Techniques, Shopping techniques and online selling techniques; Internet tools.

UNIT-III

Supply chain management: Introduction, What is supply chain management? Focus on the value chain, Option for restructuring the supply chain, Using e-business to restructure the supply chain, Supply chain management implementation.

E-procurement: Introduction, What is e-procurement?, Drivers of e-procurement, Focus on estimating e-procurement cost savings, Risks and impacts of e-procurement, Implementing e-procurement, Focus on electronics B2B marketplaces, The future of e-procurement?

Customer relationship management: Introduction, What is e-CRM?, conversion marketing, the online buying process, customer acquisition management, focus on marketing communications for customer acquisition, customer retention management focus on excelling in e-commerce service quality, customer extension Analysis and design: Introduction, process modeling, Data modeling, Design for e-business, Focus on user – centered site design, Focus on security design for e-business.

Implementation and maintenance: Introduction, Alternatives for acquiring e-business systems, Development of web-based content and services, focus on developing dynamic web content, testing, Changeover, Content management and maintenance, focus on measuring and improving performance of e- business systems.

UNIT – IV

Introduction to M-commerce: Emerging applications, different players in m-commerce, M-commerce life cycle Mobile financial services, mobile entertainment services, and proactive service management. Management of mobile commerce services, Content development and distribution to hand-held devices, content caching, pricing of mobile commerce services; emerging issues in mobile commerce: The role of emerging wireless LANs and 3G/4G wireless networks, personalized content management, implementation challenges in m-commerce, futuristic m-commerce services.

Textbook(s):

1. Ravi Kalakota, Andrew B. Whinston, "Frontiers of E-Commerce", 1st Edition, Sept. 1996, Addison Wesley
2. Dave Chaffey, "E-Business and E-Commerce Management", 3rd Edition, 2009, Pearson Education.

References:

1. Henry Chan, Raymod Lee and etl., "E-Commerce Fundamental and Applications", 1st Edition, Wiley, 2001
2. Brian Mennecke and Troy Strader, "Mobile Commerce: Technology, Theory and Applications", Idea Group, 2003.
3. Nansi Shi, "Mobile Commerce Applications", IGI Global, 2004.
4. Gary P. Schneider, "Electronic Commerce", Tenth Edition, May 2012, CENGAGE Learning India
5. K. K. Bajaj, D. Nag "E-Commerce", 2nd Edition, Sept. 2005, McGraw Hill Education.
6. P. T. Joseph, "E-Commerce an Indian Perspective", 4th Edition, July 2013, PHI Publication.
7. Bhaskar Bharat, "Electronic Commerce - Technology and Application", 4th Edition, May 2013, McGraw Hill.