

ELECTIVE COURSE – I : E-BUSINESS

UNIT I Digital Economy

Emerging cyber economy – Opportunities and challenges offered by internet – generic business models on the net-types and technology and economic changes.

UNIT II Intra Business Applications

Intra business applications: Online sales force automation, online customer service & support, virtual organization, logistics management, distribution & payment channel, corporate digital library network centric computing, EDI implementation & standards, software, network carrier & mode of information transmission, business applications.

UNIT III Marketing Through The Internet

Marketing through the internet: Advertising & Marketing on the internet – Analysis of markets – Building of electronic market place of buyers & sellers, E-intermediaries, merchantile models – consumers & merchants perspective. E – Commerce & retailing – Case studies of products and services marketed on the Internet.

UNIT IV Electronic Payment Systems

Electronic payment systems & electronic cash E-Commerce & banking. Internet monetary payment & security requirements – confidentiality of payment information, payment information integrity, account holder & merchant authentication payment & purchase order process, account holder registration, merchant registration, account holder ordering, payment authorization, online e-cash anonymity, double spending, interoperability, electronic payment schemes – digital cash, credit cards, internet cheque, debit card, smart cards, financial EDI, E-wallets, micro transactions, payment clearing service providers.

UNIT V Emerging Trends

Emerging trends: Cyber communities-new communication paradigm, building infrastructure, gaining access, multi-sensory communications, mass markets / verticals / affinity groups, e governance. Legal & regulatory issues, global learning infrastructure, computer based education & training, digital copyrights.

Text Books:

1. Ravi Kalakota & Andrew B. Whinston electronic commerce – A manager's guide, Addison Wesley, USA.

References:

1. David Kosiur, Understanding electronic commerce –Microsoft press
2. Soon – Young Choi, Dale O Stahl & Andrew B Whinston., The economics of Electronic commerce, Mac Millan Publishing Company, U.S.A.