

INTERNET & e-COMMERCE

UNIT- I

Introduction: Electronic Commerce Frame Work -The anatomy of E- Commerce Applications - Electronic Commerce Consumer Applications --- Electronic Commerce Organization Applications - The Network infrastructure for Electronic Commerce: Components of the Highway - Network Access Equipment - Global Information Distribution Networks.

UNIT- II

The internet as a Network Infrastructure: The Internet Terminology Chronological History of the Internet - NSFNET - Architecture and Components -National Research and Education Network - Globalization of the Academic Internet - The Business of Internet Commercialization: Telco/Cable/Onljne Companies - National independent ISPs - Regional Level ISPs -l..ocal Level ISPs - Service Provided Connectivity -- internet Connectivity Options.

UNIT- III

Network Security and Firewalls: Client Server Network Security - Firewalls & Network Security - Data & Message Security - Challenge Response System - Encrypted Documents & Electronic Mail – Electronic commerce & World Wide Web: Architectural Framework for Electronic Commerce - Technology Behind the Web - Security and the Web - Consumer Oriented Electronic Commerce: Consumer Oriented Applications -- Mercantile Models from the Consumers Perspective.

UNIT- IV

Electronic Payment System: Types of Electronic Payment Systems -Digital Token Based Electronic Payment Systems Smart Card & Electronic Payment Systems - Credit Card Based Electronic Payment Systems - Risk & Electronic Payment Systems - Designing Electronic Payment Systems - Inter Organizational Commerce & EDI:

Electronic Data Interchange -EDI Applications in Business - EDI - Implementation, MIME, and Value Added Networks: EDI Software Implementation - EDI Envelope for Message Transport - Value - Added Networks (VANs) -- Internet - Based EDI.

UNIT- V

Advertising and marketing on the Internet: The New age of Information Based Marketing - Advertising on the Internet - Charting the On-line Marketing Process - Consumer Search and Resource Discovery: Information search and Retrieval - Electronic Commerce Catalogues or Directories - Information Filtering - Consumer Data Interface Emerging Tools - On Demand Education

and Digital Copyrights: Computer Based Education on Demand - Software Agents: Characteristics and Properties of Agents - The Technology Behind Software Agents - Applets, Browsers and Software Agents.

Text Book:

1. Ravikalakota & Andrew Whinston, "Frontiers of Electronic Commerce", Addison Wesley, 2000.

Reference Book:

1. Pete Loshin, & Paul A.Murphy, "Electronic Commerce", 2nd Ed., Jaico Publishing House, 2000.