

e-COMMERCE

Unit I

Electronic Commerce Framework – Electronic Commerce and Media Convergence – The Anatomy of E-Commerce Applications – Electronic Commerce Consumer Applications – Electronic Commerce Organization Applications. The Network Infrastructure for Electronic Commerce: Components of the High way – Network Access Equipment – Global information Distribution Networks.

Unit II

The Internet as a Network Infrastructure: The Internet Terminology – NSFNET Architecture and components – National Research and Education Network – Internet Governance – An overview of Internet Applications. The Business of Internet Commercialization : Telco/Cable/On-Line Companies - National Independent ISPs – Regional Level ISPs – Local –level ISPs – Internet Connectivity options.

Unit III

Electronic Commerce and the World Wide Web: Architectural Framework for Electronic Commerce – World Wide Web as the Architecture – Technology behind the Web – Security and the Web, Consumer-Oriented Electronic Commerce: Consumer-Oriented Applications – mercantile process model – mercantile models from the consumers perspective.

Unit IV

Electronic Payment Systems: Types of Electronic Payment Systems – Digital Token based Electronic Payment Systems – Credit Card – Based Electronic Payment Systems – Risk and Electronic Payment Systems – Designing Electronic Payment Systems. Inter Organizational Commerce and EDI: Electronic Data Interchange – EDI Applications in Business – EDI: Legal, Security and Privacy issues.

Unit V

Advertising and the Marketing on the Internet: The New Age of Information Search and Retrieval – Electronic Commerce Catalogs – Information filtering – Consumer – Data Interface – Emerging Tools. On Demand Education and Digital Copyrights: Computer-based Education and Training – Technological Components of Education on demand. Software Agents: Characteristics and Properties of Agents – The Technology behind Software Agents – Applets, Browsers and Software Agents.

Book for Study:

“Frontiers of Electronic Commerce”, Ravikalakota & Andrew Whinston, Adison Wesley, 2000.

Book for Reference:

“Electronic Commerce”, Pete Loshin & Paul A.Murphy, Second edition, Jaico Publishing, House, 2000.