MAJOR BASED ELECTIVE – I – E-COMMERCE

UNIT I:

E-commerce – framework – classification of electronic commerce – Anatomy of E-Commerce Applications – components of the I way –network access equipment – internet terminology.

UNIT II:

Electronic Data Interchange – Benefits – EDI Legal, Security & privacy issues – DEI software implementation – value added networks – internal information systems – work flow atomization and coordination – customization and internal commerce.

UNIT III:

Network security and firewalls – client server network security – emerging client server security threats – firewalls and network security – data and message security – encrypted documents and electronic mail – hypertext publishing – technology behind the web – security and the web.

UNIT IV:

Consumer oriented electronic commerce: consumer oriented applications – mercantile process models – mercantile models from the consumers perspective – mercantile models from the merchants perspective.

UNIT V:

Electronic payment systems – types – digital token based electronic payment system – smart cards & credit card electronic payment systems – risk designing electronic payment.

TEXT BOOKS RECOMMENDED:

1. Dr.S.V.Srinivasa vallabhan – E-Commerce – Learn tech press, Trichy
2. Ravi Kalakota & Andrew b.Whinston, "Frontiers of Electronic Commerce", Dorling Kindersley (India) Pvt. Ltd. -2006.
3. Bharath Bahasker, "Electronic Commerce", Tata McGraw Hill Publishing Co ltd., New Delhi – 2006.
4. Daniel Minoli, Emma Minoli "Web Commerce Technology Handbook", Tata McGraw Hill Publishing, New Delhi.
5. Dr. C.S.Rayudu, "E-Commerce & E-Business", Himalaya Publishing House, New Delhi – 2004.