

E-COMMERCE AND M-COMMERCE

Paper Code: ETIT-428

Paper: E-Commerce and M-Commerce

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INSTRUCTIONS TO PAPER SETTERS:

MAXIMUM MARKS: 75

1. Question No. 1 should be compulsory and cover the entire syllabus. This question should have objective or short answer type questions. It should be of 25 marks.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions. However, student may be asked to attempt only 1 question from each unit. Each question should be of 12.5 marks.

Objective: The objective of the paper is to impart knowledge about the fundamentals and advancements in the fields of Electronic Commerce (E-Commerce) and 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.

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.

[T1] [T2] [R1] [R4] [No. of Hrs. 10]

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.

[T1] [R5] [No. of Hrs. 11]

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.

[T2] [R2] [R3] [No. of Hrs. 10]

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.

[T2] [R1] [R4] [No. of Hrs. 10]

Text Books:

- [T1] Ravi Kalakota, Andrew B. Whinston, "Frontiers of E-Commerce", 1st Edition, Sept. 1996, Addison Wesley Longman
[T2] Dave Chaffey, "E-Business and E-Commerce Management", 3rd Edition, 2009, Pearson Education.

References Books:

- [R1] Henry Chan, Raymond Lee and etl., "E-Commerce Fundamental and Applications", 1st Edition, Nov. 2001, Wiley
[R2] Brian Mennecke and Troy Strader, "Mobile Commerce: Technology, Theory and Applications", Idea Group, 2003.
[R3] Nansi Shi, "Mobile Commerce Applications", IGI Global, 2004.
[R4] Gary P. Schneider, "Electronic Commerce", Tenth Edition, May 2012, CENGAGE Learning India
[R5] K. K. Bajaj, D. Nag "E-Commerce", 2nd Edition, Sept. 2005, McGraw Hill Education.
[R6] P. T. Joseph, "E-Commerce an Indian Perspective", 4th Edition, July 2013, PHI Publication.
[R7] Bhaskar Bharat, "Electronic Commerce - Technology and Application", 4th Edition, May 2013, McGraw Hill Education.