

YEAR –II	E-COMMERCE	PCM1017S
SEMESTER-IV		HRS\WEEK – 6 TOTAL - 75
CORE-		CREDIT– 6

Objective: To impart the students with knowledge of web technology and their role in doing business.

UNIT- I: E-Commerce

Introduction to E-Commerce, E-Trade, E-Business, E-Market – A paradigm shift – Technology Convergence – Advantages of E-Commerce, Business Model – E-Business Models.

UNIT-II: E-Marketing

Introduction to E-Commerce – E-Marketing Channels- E-Marketing Mix – Web Salesmanship – Advertising on Network – EDI Architecture and Properties Trading.

UNIT – III: E-Payment Systems

Introduction to E-Payment Systems – Types of E-Payment Systems – Business Issues and Economic implications – Components of an effective E-Payment System.

UNIT- IV: EDI (Electronic Data Interchange)

EDI – Definition – Objectives- Standards –Applicability – Approving authority- Cross Index and related documents – Sources of documents

UNIT- V: Legal Framework

Legal Framework for E-Commerce – Net Threats – Cyber Laws – Aims and Salient Features of Cyber Laws in India- Cyber Crimes – Intelligent Web Design.

Text books:

1. L.T.Joseph, E-Commerce, A managerial perspective, Printice Hall Publications, 2004.
2. Addison Wesley, Frontiers of E-Commerce, Pearson Publications, 2004.

Reference Books:

1. David Whitley, E-Commerce Strategy, Technology and Application, Tata McGraw Hill Publications, 2004.
2. Dennis P.Curtin, E-Commerce Principles and Introduction Technology, Tata McGraw Hill Publication, 2004
3. Greenstein, Feinman, E-Commerce, Tata McGraw Hill Publications, 2001

Question Paper Pattern:

1. Part - A = $10 \times 2 = 20$ Marks – All the Questions are to be Answered.
2. Part – B = $5 \times 5 = 25$ Marks – Five Questions with Internal Choice.
3. Part – C = $3 \times 10 = 30$ Marks – Three Out of Five – Open Choice.

Note: Questions should be asked from all Units.