

116A Essentials of E-Commerce

Unit No.	Unit Title	Contents
1	Overview of Electronic Commerce(EC)	Concept, Features and Functions of e-commerce practices v/s traditional practices ,scope and limitations of e-commerce , Recent trends in e-commerce , Risks in e- commerce and preventive measures
2	Types of e-Commerce Business	Definition and types of e-commerce business: B2B, B2C, C2B, C2C, B2G, C2G, B2A, C2A and P2P, B2B service provider.
3	Infrastructure	Internet and its role in e-commerce, Mobile and its role in e-commerce , procedure of registering an Internet domain , establishing connectivity to Internet ,tools and services of Internet , Requisites of selecting an appropriate domain name ,Website – Essential factors in designing and importance of an effective website
4	E- Payment and Electronic Data Inter exchange	<p>A. <u>E- Payment</u> : Transactions through Internet , requirements of e-payments systems, functioning of Debit and credit cards, pre and post payment services Overview on Online Payment Portals and apps in India, CC Avenue, Paytm, BHIM, UPI, Phone Pe etc. Concept of Payment Gateway and Payment Processor</p> <p>B. <u>Electronic Data Inter exchange</u>: Evolution, uses, benefits, Working of EDI, EDI standards (includes variable length EDI standards), Cost Benefit Analysis of EDI, Electronic Trading Networks, EDI Components, File types, EDI Services, EDI Software.</p>
5	Electronic data interchange	Concept – types- merits-limitations of paper Brand Business, Area groups of business, Essential documents for EDE gawky electronic data interchange simile, Steps to start EDI, EDI standards, Types of EDI files, EDI & internet, Merits of EDI, Bottlenecks & limitations

6	Commerce Process & Payment solution	Concept of payment solution – need, internet access solution- Areas of solution – solution provider , online commerce solution – essentials of good solution technology, standards for e-commerce, e-service, e-solution, e-business solution. Shopping cart – shopping cart software, Merchant account – Features –digital receipts for online payment, Payment system & devices, Cyber cash, features –utility, Credit card, smart card, features, utility, trades & securities, Internet currency
7	E-commerce security	Need of E-Commerce security, cybercrimes- resources of privacy- tampering – proxy server system, Encryption –types of security – security precautions – cryptogram – data encryption standards & certificate authority, Ensuring electronic security – e-locking services, Security caution in e-commerce – public key – infrastructure firewall – secure socket layer secure electronic transactions
8	Business oriented E-Commerce	Features of B2B e-commerce, Business models, E-procedure, Virtual Market, Collaborative supply chain management, Intercompany integration, B2B e-commerce communication

Reference Books:

1. The Complete E-Commerce Book - By Janice Reynolds
2. E-Commerce Website optimization – By Dan Corxen- John and Johaan van Tonder
3. E- Commerce – An Indian Perspective – By P.T. Joseph S.J.
4. E- Commerce – Business, Technology, Society – By Kenneth c. Laudomn and Carol Guercio Traver
5. Essentials of E-Commerce Technology – By. V.Rajaraman
6. E Business R(Evolution)- By Daniel Amor
7. E-Commerce Management - By Krishnamurthy
8. E-Commerce: Strategy, Technologies and Applications By DavidWhiteley
9. E-Commerce – Henry chanwilley, India
10. E-Commerce- P.T. Joseph P. H. I.
11. Understanding e-commerce, J. K. Shim A. A. Quareshi infinity books
12. E-commerce- P. W. Mann MJP publishers
13. E-commerce- C. S. Rayudu, Himalaya publishing house
14. E-commerce-K. K. Bajaj-D. Nag T. M. G. H.