

MFC 3.5 E-Commerce

Objective

The objective of this course is to enable students gain knowledge about e-commerce and its various components.

Course Inputs

1. **Introduction to E-Commerce:** Meaning and concept; Electronic Commerce versus traditional commerce; Media convergence; E-commerce and E-business; Channels of E-commerce; Business applications of E-commerce; need for E-commerce, E-commerce as an electronic trading system-special features.
2. **Internet Concepts and Technologies:** Concept and evolution of Internet; Web technologies –global publishing concept, universal reader concept and client server concept; Hypertext publishing and hypertext information network; Benefits of hypertext, URLs, HTTP, HTTPD Servers, HTML, HTML Forms and CGI Gateway services.
3. **Business Models of E-Commerce and infrastructure:** E-commerce models; Supply chain management, products and service digitization, remote servicing, procurement; Online marketing and advertising; E-Commerce resources and infrastructure, resources and planning for infrastructure.
4. **Business to Consumer E-Commerce:** Cataloguing, order planning and order generation, cost estimation and pricing, order receipt and accounting, order selection and prioritization, order scheduling, order fulfilling and delivery, order billing and payment management, Post sales services.
5. **Website Design:** Role of web site in B2C E-commerce; Website strategies and website design principles; Push and pull technologies, alternative methods of customer communication.
6. **Electronic Payment Systems:** Special features required in payment systems for e-commerce; Types of e-payment systems; E-cash and currency servers, e-cheques, credit cards, smart cards, electronic purses and debit cards; Business issues and economic implications; Operational credit and legal risk of e-payment systems; Risk Management options in e-payments systems; Components of an effective electronic payment system.
7. **Business to Business E-Commerce:** Need and alternative models of B2B e-commerce; Technologies, EDI and paperless trading; EDI architecture, EDI standards, VANS, Costs of EDI infrastructure, feature of EDI service arrangement, Internet-based EDI and FTP based messaging.
8. **E-Business:** Workflow management, mass customization and product differential; Organization restructuring; Integrated logistics and distribution; Knowledge manager; issues and role of e-commerce infrastructure.
9. **Internet Protocols:** Layers and networking, OSI layering and TCP layering; TCP, IP DNS, SLIP and PPP; Emerging scenario in ISP.
10. **Security Issues in E-Commerce:** Security risk of e-commerce, exposure of resound type of threats, sources of threats, security tools and risk-management approach; commerce security and a rational security policy for e-commerce; Corporate D Library I.T. Act 2000.
11. **Regulatory and Legal Frame work of E-Commerce:** Cyber laws – aims and provisions; Cyber-laws in India and their limitations; Taxation issues in e-commerce.
12. **Multi-Media and E-Commerce:** Concept and role of multimedia; Multimedia technologies; Digital video and digitization of product and customer communication of top video conferencing and marketing; Broadband networks and related concepts; ATM, Cell relay.

Suggested Readings

- Agarwala, K.N. and Deeksha Agarwala: Business on the Net: Bridge to the Online Storefront, Macmillan, New Delhi.
 - Agarwala, K.N. and Deeksha Agarwala:- Busin commerce, Macmillan, Delhi.
 - Cady, Glee Harrah and McGregor Pat: Mastering the Internet, BPB Publication, New Delhi.
 - Diwan, Parag and Sunil Sharma: Electronic Commerce –A manager’s- Guide Business, Vanity International, Delhi.
 - Janal D.S.: On line marketing Hand Book, Van Nostrand Reinhold, New York.
 - Kosivr, David: Understanding Electronic Commerce, Microsoft press, Washington.
 - Minoli, Daniel and Emma Minoli: Web Commerce Technology Handbook, Tata McGraw Hill, New Delhi.
 - O’Brien J.: Management Information Systems
 - Schneider, Gary P: Electronic Commerce, Course Technology, Delhi.
- Young, Margaret Levine: The Complete Reference to Internet, Tata McGraw Hill, New Delhi.