AMH18 E-COMMERCE

UNIT-1 ELECTRONIC COMMERCE

1.1 Overview, Definitions, Advantages & Disadvantages of E-Commerce,

1.2 Threats of E-Commerce, Managerial Prospective,

1.3 Rules & Regulations for Controlling E-Commerce, Cyber Laws.

UNIT-2 TECHNOLOGIES

1.1 Relationship Between E-Commerce & Networking,

1.2 Different Types of Networking For E-Commerce, Internet,

1.3 Intranet & Extranet,

1.4 EDI Systems Wireless Application Protocol : Definition, Hand Held Devices,

1.5 Mobility & Commerce, Mobile Computing, Wireless Web,

1.6 Web Security, Infrastructure Requirement for E-Commerce.

UNIT-3 BUSINESS MODELS OF E-COMMERCE

3.1 Model Based On Transaction Type,

3.2 Model Based On Transaction Party- B2B, B2C, C2B, C2C, E-Governance.

UNIT-4 E-STRATEGY

4.1 Overview, Strategic Methods for developing E-commerce.

UNIT-5 FOUR C'S : (CONVERGENCE, COLLABORATIVE COMPUTING, CONTENT MANAGEMENT & CALL CENTER).

5.1 Convergence**:** Technological Advances in Convergence – Types, Convergence and its implications, Convergence & Electronic Commerce.

5.2 Collaborative Computing: Collaborative product development, contract as per CAD, Simultaneous Collaboration, Security.

5.3 Content Management : Definition of content, Authoring Tools & Content Management, Content – partnership, repositories, convergence, providers, Web Traffic & Traffic Management ; Content Marketing.

5.4 Call Center : Definition, Need, Tasks Handled, Mode of Operation, Equipment , Strength & Weaknesses of Call Center, Customer Premises Equipment (CPE).

UNIT-6 SUPPLY CHAIN MANAGEMENT

6.1 E-logistics, Supply Chain Portal, Supply Chain Planning Tools (SCP Tools),

6.2 Supply Chain Execution (SCE), SCE-Framework,

6.3 Internet's effect on Supply Chain Power.

UNIT-7 E-PAYMENT MECHANISM

4.1 Payment through card system, E-Cheque, E-Cash, E-Payment Threats & Protections.

UNIT-8 E-MARKETING

4.1 Home-shopping, E-Marketing, Tele-marketing

UNIT-9 ELECTRONIC DATA INTERCHANGE (EDI)
9.1 Meaning, Benefits, Concepts, Application,
9.2 EDI Model, Protocols (UN EDI FACT / GTDI, ANSI X – 12),
9.3 Data Encryption (DES / RSA).

UNIT-10 RISK OF E-COMMERCE
10.1 Security for E-Commerce, Security Standards, Firewall, Cryptography,
10.2 Key Management, Password Systems, Digital certificates, Digital signatures.

UNIT-11 ENTERPRISE RESOURCE PLANNING (ERP)
11.1 Features, capabilities and Overview of Commercial Software,
11.2 Re-engineering work processes for IT applications, Business Process Redesign,
11.3 Knowledge engineering and data warehouse.
11.4 Business Modules: Finance, Manufacturing (Production),
11.5 Human Resources, Plant Maintenance, Materials Management,

UNIT-12 QUALITY MANAGEMENT, SALES & DISTRIBUTION ERP PACKAGE, ERP MARKET:
12.1 ERP Market Place, SAP AG, PeopleSoft, BAAN, JD Edwards,
12.2 Oracle Corporation ERP-Present and Future: Enterprise Application Integration (EAI),
12.3 ERP and E-Commerce, ERP and Internet, Future Directions in ERP

Reference Books:
1. E-Commerce, M.M. Oka, EPH
2. Kalakotia, Whinston: Frontiers of Electronic Commerce, Pearson Education.
3. Bhaskar Bharat: Electronic Commerce - Technologies & Applications. MH
4. Loshin Pete, Murphy P.A.: Electronic Commerce, Jaico Publishing Housing.
5. Murthy: E-Commerce, Himalaya Publishing.