

E- COMMERCE

Semester	Subject Code	Category	Lecture Hrs		Theory Hrs		Practical		Credits
			Per week	Per Sem	Per week	Per Sem	Per week	Per Sem	
IV		ELECTIVE II PAPER-2	5	75	5	75	0	0	3

COURSE OBJECTIVE

- To provide the students with conceptual knowledge about E- Commerce, E-Business, E-marketing and its legal framework.
- To provide Students regarding Electronic Commerce and relationship to EDI.

COURSE OUTCOME

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level (K1-K4)
CO1	Demonstrate an understanding of E-commerce Framework	K1,K2
CO2	Describe the infrastructure for E-commerce	K3
CO3	Discuss Network security and firewalls	K2 &K3
CO4	Assess Electronic payment	K3
CO5	Describe the key features of Intraorganizational Electronic Commerce and explain how they relate to each other EDIimplementation.	K2&K3

Knowledge Level – K1-Remember, K2- Understand, K3-Apply, K4-Analyze

MAPPING WITH PROGRAMME OUTCOME

COS	PO 1	PO2	PO 3	PO4	PO 5	PO6
CO1	S	S	S	M	S	S
CO2	S	S	S	M	S	M
CO3	S	S	M	M	S	M
CO4	S	S	S	S	S	M
CO5	S	S	S	M	S	M

S- Strong

M- Medium

L- Low

SYLLABUS

UNIT-I: INTRODUCTION TO E-COMMERCE

16 Hrs

Electronic Commerce Framework, Traditional vs. Electronic business applications the anatomy of E-commerce applications.

UNIT-II : NETWORKS AND ITS APPLICATIONS

16 Hrs

Network infrastructure for E-Commerce - components of the I-way - Global information distribution networks - public policy issues shaping the I-way. The internet as a network infrastructure. The Business of the internet commercialization.

UNIT-III : NETWORK SECURITY

12 Hrs

Network security and firewalls - client server network security - firewalls and network security - data and message security - encrypted documents and electronic mail.

UNIT-IV: WWW AND EDI

15 Hrs

Electronic Commerce and world wide web, consumer oriented E- commerce, Electronic payment systems, Electronic data interchange(EDI),EDI applications in business, EDI and E-commerce EDI implementation.

UNIT-V: DIGITAL LIBRARY

16 Hrs

Intraorganizational Electronic Commerce supply chain

management. Electronic Commerce catalogs, Document Management and digital libraries.

Distribution of Marks: Theory : 70% and Problems: 30%

TEXT BOOKS:

S. No	Authors	Title	Publishers	Year of Publication
1	R. Kalakota and A. B. Whinston	Frontiers of Electronic Commerce	Addison Wesley,	1996

REFERENCE BOOKS:

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1.	R.Kalakota and A.B.Whinston	Readings in Electronic Commerce	Addison Wesley	1997
2.	David Kosiur,	Understanding Electronic Commerce	Microsoft Press	1997
3.	Soka	From EDI to Electronic Commerce	McGraw Hill	1995
4.	SAILY CHAN	Electronic Commerce Management,	JOHN WILEY	1998

5.	P.T.JOSEPH, S.J	E-Commerce	Prentice Hall India Pvt.,Limited	2015
6.	David Whiteley	E -Commerce: Strategy, Technologies and Applications	McGraw Hill	2000
7.	Kenneth C.Laudon CaroGeur cio Traver	E-Commerce	Pearson	2017
8.	Henry chan Raymond chan Tharam Dillon	E-Commerce fundamentals and applications	Wiley	2007

WEB RESOURCES

1. <https://www.studocu.com/en/document/university-of-rajasthan/e-commerce/lecture-notes/e-commerce-notes-pdf-lecture-notes-university-level/1911743/view>

TEACHING METHODOLOGY

- Class room teaching.
- Group discussions
- Seminars
- Chart/Assignment
- Smart Class room

SYLLABUS DESIGNER

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