

## E-COMMERCE

Semester	Subject Code	Category	Lecture Hrs		Theory Hrs		Practical		Credits
			Per week	Per Sem	Per week	Per Sem	Per week	Per Sem	
VI		Elective III	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.

### COURSE OUTCOME

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

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

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

### MAPPING WITH PROGRAMME OUTCOME

COS	PO1	PO2	PO3	PO4	PO5	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
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**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**

Intra organizational Electronic Commerce

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

### **TEXT BOOKS**

<b>S. No</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of Publication</b>
1	R. Kalakota and A. B. Whinston	Frontiers of Electronic Commerce	<b>Addison Wesley</b>	2008

## REFERENCE BOOKS

S.No	Authors	Title	Publishers	Year of publication
1	PeteLoshin, & Paul A. Murphy	Electronic Commerce	Jaico Publishing House	2009
2	P. J. Louis	M-Commerce Crash Course	McGraw-Hill Companies	2008
3	Kenneth C. Laudon	E-Commerce: Business, Technology, Society 4 edition	Pearson	2016
4	E.Brian Mennecke, J.Troy Strader	Mobile Commerce Applications	Idea Group Inc.,	2013
5	Ravi Kalakota & Andrew B. Whinston	Frontiers of Electronic – Commerce	Wesley	2005
6	Kapil Raina, Anurag, Harsh	M-Commerce security: A Beginner's Guide	Tata McGraw – Hill Publishing Company Limited, New Delhi	2005
7	David Kosiur,	Understanding Electronic Commerce	Microsoft Press	2005
8	Soka	From EDI to Electronic Commerce	McGraw Hill	2004

## 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>
2. [https://www.cdu.edu.au/centres/aflf/pdf/Ecommerce\\_for\\_beginners.PDF](https://www.cdu.edu.au/centres/aflf/pdf/Ecommerce_for_beginners.PDF)
3. <https://www.bestcourse4u.com/what-is-e-commerce/e-commerce-pdf%E2%80%8F/amp/>

## TEACHING METHODOLOGY

- Class Room teaching
- Assignments Discussions
- Home test

- PPT Presentations
- Simulator & Case Tool

### **SYLLABUS DESIGNER**

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