

E-COMMERCE

Sem Ester	Subject Code	Category	Lecture Hrs		Theory Hrs		Practical		Credits
			Per week	Per Sem	Per week	Per Sem	Per week	Per Sem	
VI	21CCS6Ca	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)
CO1	Demonstrate an understanding of E-commerce Framework	K1
CO2	Describe the infrastructure for E-commerce	K2
CO3	Discuss Network security and firewalls	K3
CO4	Assess Electronic payment	K2
CO5	Describe the key features of Intraorganizational Electronic Commerce and explain how they relate to each other EDI implementation.	K3

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

S- Strong

M- Medium

L- Low

UNIT-I: INTRODUCTION TO E-COMMERCE**16 Hours**

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

UNIT-II : NETWORKS AND ITS APPLICATIONS**16 Hours**

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 Hours**

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 Hours**

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 Hours**

Intra organizational Electronic Commerce

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	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: Technology, Theory and Applications	Idea Group Inc., IIR press	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
3. <https://www.bestcourse4u.com/what-is-e-commerce/e-commerce-pdf%E2%80%8F/amp/>

TEACHING METHODOLOGY

Class room teaching.
Group discussions
Seminars
Demo using systems
Chart/Assignment
Simulation Model
Smart Class room

SYLLABUS DESIGNER

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