

PEIT5301 **E-COMMERCE** (3-0-0)

Module –I (Lecture Hour 11)

Basics of E-commerce

Basic Elements, of e-commerce, e-commerce framework, basic infrastructure for e-commerce: Technical, capital, media, Human Resource, Public policy

Technical Infrastructure

Internet connectivity, protocols, web server, software for web server, e-commerce software, security threats to e-commerce, protecting e-commerce system

Module –II (Lecture Hour 12)

Payment System for E-commerce

Online payments system, pre-paid and post-paid electronic payment systems, Electronic data interchange (EDI)

Business Models for E-commerce

Revenue Model, Business model based on strategies, Marketing on the web: Internet based Advertisement, Website usability, consumer oriented e-commerce

Module –III (Lecture Hour 12)

Internet Business Strategies

Electronic marketplaces, Electronic Auctions, Mobile Commerce, Virtual Communities

Textbooks

1. Ecommerce, Gary P. Schneider, Cengage Learning
2. Electronic Commerce: Framework Technologies & Applications, Bharat Bhasker, TMH

Reference Books

1. Electronic Commerce: A Manager's Guide, Kalakota & Whinston, Pearson
2. E-commerce, Jibitesh Mishra, Macmillan
3. E-commerce: Concepts, models & strategies, C.V.S Murthy, Himalaya Publishing