

CSPE3020 E-COMMERCE AND ERP (3-0-0)

Course Objectives:

- Identify the major categories and trends of e-commerce applications.
- Identify the essential processes of an e-commerce system.
- Identify several factors and web store requirements needed to succeed in e-commerce.
- Discuss the benefits and trade-offs of various e-commerce clicks and bricks alternatives.
- Understand the main technologies behind e-commerce systems and how these technologies interact.
- Discuss the various marketing strategies for an online business.
- Define various electronic payment types and associated security risks and the ways to protect against them.

Module – I: (06 Hours)

Electronic Commerce-Frame work, anatomy of E-Commerce applications, E-Commerce Consumer applications, E-Commerce organization applications. Consumer Oriented Electronic commerce - Mercantile Process models.

Module - II: (06 Hours)

Electronic payment systems - Digital Token-Based, Smart Cards, Credit Cards, Risks in Electronic Payment systems. Inter Organizational Commerce - EDI, EDI Implementation, Value added networks. Intra Organizational Commerce - work Flow, Automation Customization and internal Commerce, Supply chain Management.

Module - III: (10 Hours)

Corporate Digital Library - Document Library, digital Document types, corporate Data Warehouses. Advertising and Marketing - Information based marketing, Advertising on Internet, on-line marketing process, market research. Consumer Search and Resource Discovery - Information search and Retrieval, Commerce Catalogues, Information Filtering. Multimedia - key multimedia concepts, Digital Video and electronic Commerce, Desktop video processing's, Desktop video conferencing

Module – IV: (12 Hours)

Web Marketing Strategies, Communicating with Different Market Segments, Beyond Market Segmentation: Customer Behavior and Relationship Intensity, Advertising on the Web, E Mail Marketing, Search Engine Positioning and Domain Names, Selling to Businesses Online, Electronic Data Interchange, Supply Chain Management Using Internet Technologies, Electronic Marketplaces and Portals . A Foundation for Understanding Enterprise Resource Planning systems – Reengineering and Enterprise Resource Planning Systems – Planning ,Design ,and Implementation of Enterprise Resource Planning Systems – ERP Systems: Sales and Marketing – ERP Systems: Accounting and finance ERP Systems :Production and Materials Management ERP Systems: Human Resources

Module - V: (06 Hours)

E-Business Revenue Models, Revenue Models for Online Business, Changing Strategies: Revenue Models in Transition, Revenue Strategy Issues for Online Businesses, Creating an Effective Business Presence Online, Web Site Usability, Virtual Communities, Mobile Commerce, Online Auctions

Course Outcomes:

- Ability to identify the business relationships between the organizations and their customers
- Ability to perform various transactions like payment, data transfer and etc.

Text Books:

1. Frontiers of electronic commerce – Kalakata, Whinston, Pearson.
2. E-Business by Gary P. Schneider, - Cengage India Learning
3. Sumner Mary, Enterprise Resource Planning, First edition, Pearson education, 2006
4. Taylor David A., Supply Chains (A managers guide), Pearson education, 2004
5. Tiwana, Essential guide to knowledge management : The e-business and CRM applications, Pearson education

Reference Books:

1. E-Commerce fundamentals and applications Hendry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang, John Wiley.
2. E-Commerce, S. Jaiswal – Galgotia.
3. E-Commerce, Efrain Turbon, Jae Lee, David King, H. Michael Chang.
4. Electronic Commerce – Gary P. Schneider – Thomson.
5. E-Commerce – Business, Technology, Society, Kenneth C. Taudon, Carol Guyerico Traver.