MCA 406D:ERP and E-Commerce

UNIT-I

Introduction

What is E-Commerce, Forces behind E-Commerce Industry Framework, Brief history of E-Commerce,Inter Organizational E-Commerce Intra Organizational E-Commerce, and Consumerto Business Electronic Commerce, Architectural framework

Network Infrastructure for E-CommerceNetwork Infrastructure for E-Commerce, Market forces behind I Way, Component of I wayAccess Equipment, Global Information Distribution Network, Broad band Telecommunication.

UNIT-II

Mobile Commerce Introduction to Mobile Commerce, Mobile Computing Application, Wireless Application Protocols, WAP Technology, Mobile Information Devices, Web Security

Introduction to Web security, Firewalls & Transaction Security, Client Server Network, Emerging Client Server Security Threats, firewalls & Network Security.

UNIT-III

Encryption

World Wide Web & Security, Encryption, Transaction security, Secret Key Encryption, Public Key Encryption, Virtual Private Network (VPM), Implementation Management Issues.

UNIT – IV

Electronic Payments

Overview of Electronics payments, Digital Token based Electronics payment System, SmartCards, Credit Card I Debit Card based EPS, Emerging financial Instruments, Home Banking,Online Banking.

UNIT-V

Net Commerce

EDA, EDI Application in Business, Legal requirement in E -Commerce, Introduction to supplyChain Management, CRM, issues in Customer Relationship Management.

Books:

1. Greenstein and Feinman, "E-Commerce", TMH

2. Ravi Kalakota, Andrew Whinston, "Frontiers of Electronic Commerce", Addision Wesley

3. Denieal Amor, " The E-Business Revolution", Addision Wesley

4. Diwan, Sharma, "E-Commerce" Excel

5. Bajaj & Nag, "E-Commerce: The Cutting Edge of Business", TMH