MCC: 406 E-COMMERCE AND ERP

Module-I   (12 hours)

Introduction to e-commerce: Business models, revenue models and business processes, economic forces & e-commerce, identifying e-commerce opportunities, international nature of e-commerce, technology infrastructure-internet & WWW; Business strategies for e-commerce: Revenue models in transaction, revenue strategic issues, creating an effective web presence, website usability; Marketing on the web: Web marketing strategies, communicating with different market segments, customer behavior and relationship intensity, advertising on the web, e-mail marketing, technology enabled CRM, search engine positioning and domain names.

Module-II   (14 hours)

Business to business strategies: (Overview strategic methods for Developing E-Commerce) Purchasing, logistics and supply activities, electronic data interchange (EDI), electronic data interchange on the internet, supply chain management using internet technologies, electronic market place & portals (Home shopping, E-marketing, Tele marketing), auctions, online auctions, virtual communicative & web portals; legal, ethical & tax issues in e-commerce — use and protection of intellectual property in online business, online crime, terrorism & warfare, ethical issues.

Four C's (Convergence, Collaborative computing, Content management & Call centre)

Technologies for e-commerce: web server hardware & software, e-commerce software, e-commerce security — online security issues, security for client computers, communication channel security, security for server computers, organizations that promote computer security; Payment statements in e-commerce(Payment through card system, E-cheque, E-cash, E-payment threats and protection), planning for e-commerce— planning e-commerce initiatives, strategies for delivering e-commerce web sites, managing e-commerce Implementations.

Module-III   (14 hours)

Enterprise resource planning: Business functions, processes & data requirements, development of ERP systems, marketing information systems & sales order process, production & supply chain management information systems, accounting in ERP systems, human resource processes with ERP, process modeling, process improvement and ERP implementations, Relationship between e- commerce and ERP.

Text Books

1. Dave Chaffey, "E-Business and E-Commerce Management", Third Edition, 2009, Pearson Education Inc., New Delhi.
2. Ellen Monk, Bret Wagner, "Concepts in Enterprise Resource Planning", Second Edition, CENGAGE Learning India Pvt. Ltd., New Delhi.

Reference Books:

1. Gary P. Schneider, "Electronic Commerce", Seventh Edition, CENGAGE Learning India Pvt. Ltd., New Delhi.
2. K.K.Bajaj, D. Nag "E-Commerce", 2nd Edition, McGraw Hill Education, New Delhi
3. P.T. Joseph, "E-Commerce An Indian Perspective", PHI Publication, NewDelhi.
4. Bhaskar Bharat, "Electronic Commerce-Technology and Application", McGraw Hill Education, New Delhi
5. Mary Sumner, "Enterprise Resource Planning", 2005, PHI Learning India Pvt. Ltd. / Pearson Education, Inc. New Delhi.
6. Chan, " E-Commerce fundamentals and Applications", Wiley India, New Delhi