PIT5I103 E Commerce and ERP

Module –I (Lecture Hour 11)
Basics of E-commerce Basic Elements, of e-commerce, e-commerce framework, basic infrastructure for ecommerce: 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.