

IV Year B.Tech. CSE I - Semester

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## CS422 E-COMMERCE (ELECTIVE V)

### Course Description & Objectives:

The advent of e-commerce has posed many new issues in the development of business information systems, including Accounting Information Systems. The purpose of this course is to introduce e-commerce, its impacts keys issues in the development of web-based business information systems and applications.

### Course Outcomes:

- Comprehend the underlying economic mechanisms and driving forces of E-Commerce.
- Understand the critical building blocks of E-Commerce and different types of prevailing business models employed by leading industrial leaders.
- Appraise the opportunities and potential to apply and synthesize a variety of E-Commerce concepts and solutions to create business value for organizations, customers, and business partners.
- Formulate E-Commerce strategies that lever firms' core competencies, facilitate organizational transformation, and foster innovation.

### UNIT I - Introduction

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

### UNIT II - Electronic payment systems

Digital Token-Based, Smart Cards, Credit Cards, Risks in Electronic Payment systems. Inter Organizational Commerce - EDI, EDI Implementation, Value added networks.

**UNIT III - Intra Organizational Commerce**

work Flow, Automation Customization and internal Commerce, Supply chain Management.

**UNIT IV - 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.

**UNIT V - 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, Desktop video conferencing.

**TEXT BOOK:**

1. Ravi Kalakota, Andrew B. Whinston- "Frontiers of electronic commerce" pearson education 2010.

**REFERENCE BOOKS:**

1. Hendry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang- "E-Commerce fundamentals and applications"- John Wiley 2001.
2. S.Jaiswal -"Doing Business on the Internet E-Commerce"-GALGOTIA PUBLICATIONS
3. Efrain Turbon, Jae Lee, David King, H.Michael Chang -"E-Commerce".Printice Hall 2/e 2002.
4. Gary P.Schneider, James T. Perry-"Electronic Commerce", Course Technology 2 edition (February 26, 2001)
5. Kenneth C. Laudon, Carol Traver- "E-Commerce 2014" Global Edition, 10/e.