

# AMCN-18 E-COMMERCE

## UNIT-1 ELECTRONIC COMMERCE

- 1.1 Overview, Definitions, Advantages & Disadvantages of E-Commerce,
- 1.2 Threats of E-Commerce, Managerial Prospective,
- 1.3 Rules & Regulations for Controlling E-Commerce, Cyber Laws.

## UNIT-2 TECHNOLOGIES

- 2.1 Relationship Between E-Commerce & Networking,
- 2.2 Different Types of Networking For E-Commerce, Internet,
- 2.3 Intranet & Extranet,
- 2.4 EDI Systems Wireless Application Protocol : Definition, Hand Held Devices,
- 2.5 Mobility & Commerce, Mobile Computing, Wireless Web,
- 2.6 Web Security, Infrastructure Requirement for E-Commerce.

## UNIT-3 BUSINESS MODELS OF E-COMMERCE

- 3.1 Model Based On Transaction Type,
- 3.2 Model Based On Transaction Party- B2B, B2C, C2B, C2C, E-Governance.

## UNIT-4 E-STRATEGY

- 4.1 Overview, Strategic Methods for developing E-commerce.

## UNIT-5 FOUR C'S : ( CONVERGENCE, COLLABORATIVE COMPUTING, CONTENT MANAGEMENT & CALL CENTER).

- 5.1 Convergence: Technological Advances in Convergence – Types, Convergence and its implications, Convergence & Electronic Commerce.
- 5.2 Collaborative Computing: Collaborative product development, contract as per CAD, Simultaneous Collaboration, Security.
- 5.3 Content Management : Definition of content, Authoring Tools & Content Management, Content – partnership, repositories, convergence, providers, Web Traffic & Traffic Management ; Content Marketing.
- 5.4 Call Center : Definition, Need, Tasks Handled, Mode of Operation, Equipment , Strength & Weaknesses of Call Center, Customer Premises Equipment (CPE).

## UNIT-6 SUPPLY CHAIN MANAGEMENT

- 6.1 E-logistics, Supply Chain Portal, Supply Chain Planning Tools (SCP Tools),
- 6.2 Supply Chain Execution (SCE), SCE-Framework,
- 6.3 Internet's effect on Supply Chain Power.

## UNIT-7 E-PAYMENT MECHANISM

- 4.1 Payment through card system, E-Cheque, E-Cash, E-Payment Threats & Protections.

## UNIT-8 E-MARKETING

4.1 Home-shopping, E-Marketing, Tele-marketing

### **UNIT-9 ELECTRONIC DATA INTERCHANGE (EDI)**

9.1 Meaning, Benefits, Concepts, Application,

9.2 EDI Model, Protocols (UN EDI FACT / GTDI, ANSI X – 12),

9.3 Data Encryption (DES / RSA).

### **UNIT-10 RISK OF E-COMMERCE**

10.1 Security for E-Commerce, Security Standards, Firewall, Cryptography,

10.2 Key Management, Password Systems, Digital certificates, Digital signatures.

### **UNIT-11 ENTERPRISE RESOURCE PLANNING (ERP)**

11.1 Features, capabilities and Overview of Commercial Software,

11.2 Re-engineering work processes for IT applications, Business Process Redesign,

11.3 Knowledge engineering and data warehouse.

11.4 Business Modules: Finance, Manufacturing (Production),

11.5 Human Resources, Plant Maintenance, Materials Management,

### **UNIT-12 QUALITY MANAGEMENT, SALES & DISTRIBUTION ERP PACKAGE, ERP MARKET:**

12.1 ERP Market Place, SAP AG, PeopleSoft, BAAN, JD Edwards,

12.2 Oracle Corporation ERP-Present and Future: Enterprise Application Integration (EAI),

12.3 ERP and E-Commerce, ERP and Internet, Future Directions in ERP

#### **Reference Books:**

1. E-Commerce, M.M. Oka, EPH
2. Kalakotia, Whinston: Frontiers of Electronic Commerce, Pearson Education.
3. Bhaskar Bharat: Electronic Commerce - Technologies & Applications. MH
4. Loshin Pete, Murphy P.A.: Electronic Commerce, Jaico Publishing Housing.
5. Murthy: E – Commerce, Himalaya Publishing.