**Lecture Schedule**

**Department of Computer Science Engineering & Information Technology**

# Branch & Section : II B.Tech - II Sem –IT Regulation: R16

**Subject : E-Commerce AcademicYear: 2017 -2018**

**Name of the Faculty : M. Santhosh**

**Course Objectives**

At the end of the course, the students will be able to:

1. This course is designed to introduce students with the processes and technologies related to electronic commerce.

**Course Outcomes:**

After completing this course the student must demonstrate the knowledge and ability to:

1. Identify major categories and trends of e-commerce applications
2. Identify the essential processes of an e-commerce system.
3. Identify several factors and web store requirements needed to succeed in e-commerce.
4. Discuss the benefits and trade-offs of various e-commerce clicks and bricks alternatives.
5. Understand the main technologies behind e-commerce systems and how these technologies interact.
6. Discuss the various marketing strategies for an online business.
7. Define various electronic payment types and associated security risks and the ways to protect against them.

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| Unit No | Topic No | Name of the Concept | No. of Classes Required |
| **Unit – 1 : Electronic Commerce** | | | |
| Unit - 1 | 1 | Introduction to e-commerce | 1 |
| 2 | E-commerce framework | 2 |
| 3 | Anatomy of E-commerce applications | 2 |
| 4 | e-commerce consumer applications, organization applicationos | 2 |
| 5 | Consumer oriented electronic commerce – mercantile process | 2 |
| Total number of hours | | | **9** |
| **Unit – 2 : Electronic Payment Systems** | | | |
| Unit – 2 | 1 | Digital Token Based | 2 |
| 2 | Smart Cards, Credit Cards | 2 |
| 3 | Risks in electronic payments | 1 |
| 4 | Inter organizational commerce – EDI | 2 |
| 5 | EDI implementation, value added networks | 2 |
| Total number of hours | | | **9** |

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| Unit No | Topic No | Name of the Concept | No. of Classes Required |
| **Unit – 3 : Intra Organizational Commerce** | | | |
| Unit - 3 | 1 | Workflow | 2 |
| 2 | Automation Customization and internal commerce | 2 |
| 3 | Supply chain management | 3 |
| Total number of hours | | | **7** |
| Unit – 4: **Corporate Digital Library** | | | |
| Unit – 4 | 1 | Document Library, digital Document types, corporate data warehouses | 3 |
| 2 | Advertising and Marketing - Information based marketing | 2 |
| 3 | Advertising on Internet | 1 |
| 4 | On-line marketing process, market research | 2 |
| Total number of hours | | | **8** |

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| Unit No | Topic No | Name of the Concept | No. of Classes Required |
| Unit – 5 : **Consumer Search and Resource Discovery** | | | |
| Unit - 5 | 1 | Information search and Retrieval | 2 |
| 2 | Commerce Catalogues | 2 |
| 3 | Information Filtering | 2 |
| Total number of hours | | | **6** |
| Unit – 6 : **Multimedia** | | | |
| Unit – 6 | 1 | Key multimedia concepts | 2 |
| 2 | Digital Video and electronic Commerce | 2 |
| 3 | Desktop video processing, Desktop video conferencing | 2 |
| Total number of hours | | | **6** |

OVERALL NUMBER OF CLASSES REQUIRED: **45**

**Text Books:**

1. Frontiers of electronic commerce – Kalakata, Whinston, Pearson

**References:**

1. E-Commerce fundamentals and applications Hendry Chan, Raymond Lee, Tharam
2. Dillon, Ellizabeth Chang, John Wiley.
3. E-Commerce, S.Jaiswal – Galgotia.
4. E-Commerce, Efrain Turbon, Jae Lee, David King, H.Michael Chang.
5. Electronic Commerce – Gary P.Schneider – Thomson.
6. E-Commerce – Business, Technology, Society, Kenneth C.Taudon, Carol Guyerico Traver.

Signature of Faculty