



BBA5D02 - E- COMMERCE

No. of Credits 3

No. of Contact Hours 3 Hours/ Week

Internal : 15, External : 60

Objectives:

To understand the importance of database systems for business management, and, To gain a practical orientation to database development and maintenance.

Learning outcome : On completing the course the students will be able to Understand the practice of Ecommerce, epayment and also the security issues.

Module I : Introduction to E- commerce : Meaning and concept – E- commerce v/s Traditional Commerce-E- Business & E- Commerce – History of E- Commerce – EDI – Importance , features & benefits of E- Commerce – Impacts, Challenges & Limitations of E- Commerce – Supply chain management & E – Commerce – E – Commerce infrastructure. **15 hours**

Module II : Business models of E – Commerce: Business to Business – Business to customers – customers to customers - Business to Government – Business to employee – E – Commerce strategy – Influencing factors of successful E- Commerce. **10 hours**

Module III : Electronic Payment system : Introduction – Online payment systems – prepaid and postpaid payment systems – e- cash, e- cheque, Smart Card, Credit Card , Debit Card, Electronic purse – Security issues on electronic payment system – Solutions to security issues – Biometrics – Types of biometrics. Legal and ethical issues in E- Commerce : Security issues in E- Commerce- Regulatory frame work of E-commerce **23 hours**

Reference Books:

1. Turban, Efraim, David King et. el.: Electronic Commerce: A Managerial Perspective, Pearson
2. Education Asia, Delhi 2002.
3. 2. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi .
4. 3. Rayport, Jeffrey F and Jaworksi, Bernard J: Introduction to E-Commerce, Tata McGraw Hill,
5. New Delhi 2003.
6. 4. Smantha Shurety,,: E-Business with Net Commerce, Addison - Wesley, Singapore .
7. 5. Rich, Jason R: Starting an E-Commerce Business, IDG Books, Delhi .
8. 6. Laudon, Kenneth C and Carol Guercio Traver : E-Commerce business. Technology. Society,
9. Pearson Education, Delhi .
10. 7. Stamper David A, and Thomas L.Case: Business Data Communications, Pearson Education,
11. New Delhi 2005.
12. 9. William Stallings: Business Data Communications, Pearson Education, New Delhi 2004.