IV/IV B. TECH. SECOND SEMESTER
E-COMMERCE (Elective- III)

Course Code: CS 8T2A	**Credits: 3**
Lecture: 3 periods/ week	**Internal assessment: 30 Marks**
Tutorial: 1period/week	**Semester end examination: 70 Marks**

Prerequisites: Java, Database Management Systems, Advanced Java & Web Technologies

Course Objectives:

1. Mechanism of business transactions through electronic media.
2. Payment transactions in a secured network.
3. Different modes of E-Commerce like Electronic data interchange.
4. Web site establishment, electronic publishing and its importance.

Course Outcomes:

At the end of this course student will:

CO1) Understand the framework and anatomy of ecommerce applications and analyze ecommerce consumer, organizational applications

CO2) Infer mercantile process models from both merchant's and consumer's view point

CO3) Understand the implementation of Electronic Data Interchange (EDI) in day to day life

CO4) Study all the aspects of Intra-Organizational electronic commerce including supply chain management

CO5) Analyze different consumer, information searching methods and resource discovery and information retrieval techniques

Syllabus:

UNIT 1

Electronic Commerce Environment and Opportunities: The Electronic Commerce Environment, Electronic Marketplace Technologies. **Modes of Electronic Commerce:** Electronic Data Interchange, Migration to Open EDI, Electronic Commerce with www/Internet, Commerce Net Advocacy, web Commerce Going Forward.
UNIT 2

Approaches to Safe Electronic Commerce: Secure Transport Protocols, Secure Transactions, Secure Electronic Payment Protocol (SEPP), Secure Electronic Transaction (SET), Certificates for authentication Security on web Servers and Enterprise Networks.

UNIT 3
Electronic Cash and Electronic Payment Schemes: Internet Monetary Payment & Security Requirements. Payment and Purchase Order Process, On-line Electronic cash.
Internet/Intranet Security Issues and Solutions : The need for Computer Security, Specific Intruder Approaches, Security Strategies, Security Tools, Encryption.

UNIT 4

Master Card/Visa Secure Electronic Transaction: Introduction, Business Requirements, Concepts, payment Processing.
E-Mail and Secure E-mail Technologies for Electronic Commerce: The Means of Distribution, A model for Message Handling, Email working, Multipurpose Internet Mail Extensions, Message Object Security Services, Comparisons of Security Methods, MIME and Related Facilities for EDI over the Internet.

UNIT 5
Internet Resources for Commerce: Introduction, Technologies for web Servers, Internet Tools Relevant to Commerce, Internet Applications for Commerce, Internet Charges, Internet Access and Architecture, Searching the Internet.

Advertising on Internet: Issues and Technologies. Advertising on the Web, Marketing creating web site, Electronic

Publishing Issues, Approaches and Technologies: EP and web based EP.
Learning Resource

Text Books

1. Daniel Minoli, Emma Minoli, *Web Commerce Technology Handbook*. TATA

McGraw-Hill Edition.

References

1. Ravi Kalakotar and Andrew B.Whinston, *Frontiers of Electronic Commerce.* Pearson Education - 1999.

2 Achuyut S.Godbole and Atul Kahate, *Web Technologies TCP/IP to Internet Application*

Architectures. Tata McGraw-Hill Publishing Company Limited.

3. Schneider, *Electronic Commerce,* Cengage Publications.