

DEPARTMENT OF BUSINESS MANAGEMENT::SATAVAHANA UNIVERSITY
BBA(COMPUTER APPLICATIONS) IV SEMESTER (RI9)
E-COMMERCE

Course Objective: To familiarize the basic concepts of E-Commerce

UNIT-I

Electronic Commerce: Defining Electronic Commerce -scope and functions of e-commerce- types, advantages and disadvantages- Features -Defining E-Business-Electronic Markets and Networks- The Content and Framework of E-Commerce- Drivers and Benefits of E-Commerce- An EC Framework- Classification of EC: B2B, B2C, C2B & C2C- Challenges & Limitations of E- Commerce -E-Commerce Consumer applications, E-Commerce Organization Applications, E-commerce in India, Prospects of e-commerce

UNIT-II

E-Commerce Applications: Internet Marketing and B2C Electronic Retailing- E-Tailing Business Models- Employment and the Online Job Market- Online Real Estate, Insurance, and Stock Trading- Online Banking and Personal Finance- On-Demand Delivery of Products, Digital Items, Entertainment, and Gaming- E-Government: Implementing E-Government- E-Learning, E-Training,

Unit-III

Electronic Commerce Payment Systems: -Types of EPS- traditional payment system and modern payment system, Using Payment cards online- Credit Card & Debit card Based Electronic Payment -Fraudulent Card Transactions- SMART CARDS Types of Smart Cards MOBILE PAYMENTS- Emerging EC Payment Systems and Issues- Risk and security issues on Electronic Payment System

Unit-IV


Electronic Data Interchange(EDI): The Meaning of EDI, History of EDI, EDI Working Concept, Applications of EDI-EDI model- Implementation difficulties of EDI, Financial EDI, EDI and Internet- EDI Legal Security and Privacy Issues, Advantages & Limitations of EDI

Unit-V

E-Commerce Security: Cyber wars and Cyber espionage- The Drivers of EC Security Problems- Major Technical Attack Methods:- Malware (Malicious Code): Viruses, Worms, and Trojan Horses- Non Technical Methods: From Phishing to Spam and Fraud- E-Commerce Security Strategy- Regulatory frame work of E- commerce, Cyber Laws - Information Technology Act 2000

Reference Books:

1. Turban E. Lee J., King D., Liang, D.C. Turban: Electronic commerce-A Managerial Perspective, Springer
2. Bhatia V., E-commerce, Khanna Book Pub. Co. (P) Ltd., Delhi.
3. David Whiteley: E-Commerce- Strategy technologies and Applications, Tata Mc-Graw Hill
4. Daniel Amor, E Business R (Evolution), Pearson Education.
5. P. T. Joseph, E-Commerce: A Managerial Perspectives, Tata McGraw Hill.
6. CSV Murthy, E-Commerce: Concepts, Models, Strategies, Himalaya Publishing House.
7. Steven Holzner, HTML Black Book, Dream Tech Press.
8. Kamalesh K Bajaj & Debjani Nag: E-Commerce, the Cutting Edge of Business- TMH
9. Dave Chaffey: E-business & E-commerce Management, Pearson Education


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