

5198 - E COMMERCE									
Teaching Schedule Per Week			Progressive Assessment		Examination Schedule (Marks)				
lectures	Practicals	Credits			Theory		Practical Ex.		Total
3	2	5	25	25	3hrs	100	-		150
Pre-requisite	Source	2.us	Semester	Theory	Test	Total	TW	PR	Gr Total
NIL				75	25	100	50	50	200

Rationale: The evolution of internet technology, its universal acceptance by communities around the globe and subsequent commercialisation has brought E-Commerce to the fore. E-commerce will bring structural changes in industry and business execution around the globe. This subject deals with the basic concept of E-Commerce.

- | | Hrs | Mks |
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| 1. E-Commerce
What is E-Commerce, Perspective of E-commerce, Business model, adoption of E-Commerce | 5 | 15 |
| 2. Emergence of E-commerce
E-Commerce set-up, electronic data interchange, standards and applications, electronic payment systems, E-Commerce on the web. | 8 | 15 |
| 3. Working of E-Commerce
Public and Private information, firewalls, encryption, secret key encryption, public key encryption, digital signatures, digital certificates, secure socket layers, secure hypertext transfer protocol, electronic transaction, its encryption process. | 10 | 25 |
| 4. E-Commerce Enterprise
Setting up an E-Commerce enterprise, web development and maintenance, dynamic website, transaction processing, web hosting and administration, online promotion on the web-site, promotional strategies, future vision of E-Commerce, Case studies | 10 | 25 |
| 5. Issues under consideration
Issues perceived by customer,
Issues perceived by business,
Issues perceived by Industries,
Issues perceived by nations and International community | 15 | 20 |

REFERENCE BOOKS:

- Electronic Commerce
Pete Loshin, Paul A. Murphy
- Business on the net. An introduction to the 'Whats' and How's of E-Commerce.
Kamlesh N. Agarwala, Amit Lal, Deeksha Agarwala.