ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS),VISAKHAPATNAM

VI SEMESTER **COMMERCE** TIME:6Hrs/Week

COM-A2-6202(4) **E – COMMERCE**  Max.Marks:100

w.e.f.2016-2019(‘16AD’Batch)

**OBJECTIVES:** Students will able to understand

1. The importance of electronic commerce and its models.

2. Use of electronic payment systems.

3. Infrastructure for electronic commerce

**UNIT – I:** **Introduction to E-Commerce:** Scope, Definition, e-Commerce and the Trade Cycle, Electronic Markets, Electronic Data Interchange, Internet Commerce. Business Strategy in an Electronic Age: Supply Chains, Porter’s Value Chain Model, Inter Organizational Value Chains, Competitive Strategy, First Mover Advantage - Sustainable Competitive Advantage, Competitive Advantage using E-Commerce - Business Strategy.

**UNIT– II:** **Business-to-Business Electronic Commerce:** Characteristics of B2B EC, Models of B2B EC Procurement Management by using the Buyer’s Internal Market place, Just in Time Delivery, Other B2B Models, Auctions and Services from traditional to Internet Based EDI, Integration with Back-end Information System, Role of Software Agents for B2B EC, Electronic marketing in B2B, Solutions of B2B EC, Managerial Issues, Electronic Data Interchange (EDI), EDI: Nuts and Bolts, EDI and Business.

**UNIT – III**: **Internet and Extranet:** Automotive Network Exchange, Largest Extranet, Architecture of

the Internet, Intranet and Extranet, Intranet software, Applications of Intranets, Intranet

ApplicationCase Studies, Considerations in Intranet Deployment, Extranets, Structures of Extranets, Extranetproducts and services, Applications of Extranets, Business Models of Extranet Applications,Managerial Issues. Electronic Payment Systems: Issues and Challenges.

**UNIT – IV**: **Public Policy:** From Legal Issues to Privacy : Legal Incidents, Ethical and Other Public

Policy Issues, Protecting Privacy, Protecting Intellectual Property, Free speech, Internet Indecencyand Censorship, Taxation and Encryption Policies, Other Legal Issues: Contracts, Gambling andMore, Consumer and Seller Protection in EC.

**UNIT– V: Infrastructure For EC:** Network of Networks, Internet Protocols, Web- Based client/Server,

Internet Security, Selling on the Web, Chatting on the Web, Multimedia delivery, Analyzing WebVisits, Managerial Issues, Equipment required for establishing EC Sites – Problems in Operation –Future of EC.

**REFERENCE BOOKS:**

1. David Whiteley, “E-Commerce”, Tata McGraw Hill, 2000.

2. Eframi Turban, Jae Lee, David King, K. Michael Chung, “Electronic Commerce”, Pearson

Education, 2000.

3. R. Kalakota and A. B. Whinston, Frontiers of Electronic Commerce, Addison Wesley.

4. David Kosiur, Understanding Electronic Commerce, Microsoft Press.

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