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

VI SEMESTER **COMMERCE** TIME:6HRS/WEEK

COM-A2-6203(4) **E – COMMERCE**  MAX.MARKS:100

w.e.f.19-20 admitted batch-“19AG” **SYLLABUS**

**OBJECTIVES:**Students will able to understand

* The importance of electronic commerce and its model
* Use of electronic payment systems
* Infrastructure for electronic commerce

**UNIT – I: INTRODUCTION TO E –COMMERCE:** Definition, Nature and scope, Electronic Markets, Electronic Data Interchange, Internet Commerce, Supply Chains, sustainable Competitive Advantage, Competitive Advantage using E- Commerce, Business Strategy.

**UNIT – II: E- COMMERCE:** Features, Distinction between E – Commerce and E – Business, Types of Business Models: Business – to – Business, Business – to – Consumer, Consumer – to – Consumer, Benefits and Limitations of E – Commerce.

**UNIT – III: NETWORK INFRASTRUCTURE FOR E – COMMERCE:** Automotive Network Exchange, architecture of the Internet, Intranet, Applications of Intranet, Extranet, Structure of Extranets, Extranet Products and Services, Business Models of Extranet Applications.

**UNIT – IV**: **ELECTRONIC PAYMENT SYSTEM:**Digital Token, based Smart Card, Credit Card, Debit Card, Issues and Challenges, Risks in Electronic Payment System.

**UNIT – V: MOBILE COMMERCE:** Ticketing, Me – Seva, Government and Consumer Services, E- Retailing, E- Groceries – Security Challenges.

**REFERENCE BOOKS:**

1. David Whiteley, “E – Commerce” Tata McGraw-Hill, 2000.
2. Turban E Lee., King D and Chung H.M: Electronic Commerce – a Managerial Perspective Prentice – Hall International, Inc.
3. R. Kalakota and A.B. Whinston, Frontiers of Electronic Commerce, Addison Wesley.
4. P.T. Joseph, E –Commerce a managerial Perspectives, Tata McGraw Hill.

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