

Course Code: ICE M2121/M2021

Course Title: E-Commerce

Credit: 3.0, 75 (70%+20%+10%) Marks, 3 Hours/week, Lectures: 39, Exam time: 3 hours

Course Contents

Section-A

E-commerce and Internet: Definition of E-Commerce, Myths of E-commerce, Advantages and limitations of Ecommerce, Value chain in E-commerce, Integrating E-commerce, Recommendation system for ecommerce, the making of WWW, Web Fundamentals.

Internet Architecture and Website Hosting: Definition of Network, Network Hardware and Design Consideration, Intranet and Extranet, Types of client-server Architecture, ISP Structure and Services, Choosing an ISP, Domain Name Registration.

Website Building and Evaluation: Website Building Life Cycle, Constructing Website, Design Criteria, Site Evaluation Criteria, Cookies, Site Content and Traffic Management.

Section-B

Internet Marketing: Internet marketing technique, Advantage and disadvantage of internet marketing, E-cycle of internet marketing, Market presence, Online advertising for attracting customer, Tracking customer, M-commerce, T-commerce. Customer relation management and E-value, Real world cash, E-money, Cyber cash, NetBill, SET, Crypto-currency, Debit card, Credit card, Smart card.

B2B E-commerce and Web Portal: Definition of Web portal and Web Service, Evaluation of Web portal, Categories and Characteristics of Web portal, Enterprise Portal Technology, B2B Models, B2B Tools-EDI, Legal Issue.

Security: Security in Cyberspace, Virus, Security Protection and Recovery, How to Secure your System, Role of Biometrics, Encryption and Decryption Technique, Digital Certificate and Signature, Internet Security Protocols.

Books Recommended:

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| 1. Electronic Commerce | : Elias M. Awad |
| 2. Managing Your E-Commerce Business | : Kienan |
| 3. E-Security & You | : Sudeep Oberoi |
| 4. Web Advertising and Marketing | : Kueglar |
| 5. Developing E-Commerce Sites | : Sharma |
| 6. E-Commerce: Strategy, Technologies and Applications | : Whiteley |