

403: E-Commerce

1. ~~Internet and Commerce: Business operations; E-commerce practices vs traditional business practices; concepts b2b, b2c, c2,c, b2g, g2h, g2c; Benefits of e-commerce to organization, consumers, and society; Limitation of e-commerce: Management issues relating to e-commerce.~~
2. Operations of E-commerce; Credit card transaction; Secure Hypertext Transfer Protocol (SHTTP); Electronic payment systems; Secure electronic transaction (SET); SET's encryption; Process; Cybercash; Smart cards; Indian payment models.
3. Applications in B2C: Consumer's shopping procedure on the internet; Impact on dis-intermediation and re-intermediation; Global market; Strategy of traditional department stores; products in b2c model; Success factors of e-brokers; Broker based services online; Online travel tourism services; Benefits and impact of E-commerce on travel industry; Real estate market; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; E-auctions-benefits, implementation, and impact.
4. Applications in B2B: Applications of b2b; Key technologies for b2b; Architectural models of b2b; Characteristics of the supplier oriented marketplace, buyer-oriented marketplace, and intermediary oriented marketplace; Benefits of b2b on procurement reengineering; Just In Time delivery in b2b; Internet based EDI from traditional EDI; Integrating EC with back-end information systems; Marketing issues in b2b.
5. Introduction to M-Commerce: Concept of WAP; Technological foundations of WAP; WAP vs e-commerce; WAP vs traditional business operations; Global growth projections.
Applications in Wireless-Internet environment: Location based applications-independent applications, business applications; Advantages of mobile commerce.

Suggested Readings:

1. Agarwala Kamlesh. N. and Agarwala Deeksha; Bridge to Online Storefront; Macmillan India, New Delhi.
2. Agarwala Kamlesh. N. and Agarwala Deeksha: Business on the Net-Introduction to the E-commerce; Macmillan India New Delhi.
3. Agarwala Kamlesh. N. and Agarwala Deeksha: Bulls, Bears and The Mouse: An Introduction to Online Stock Market Trading; Macmillan India New Delhi
4. Tiwari Dr. Murli D.: Education and E-Governance; Macmillan India New Delhi
5. Minoli Daniel, Minoli Emma: Web Commerce Technology Handbook; Tata McGraw Hill, New Delhi.
6. Minoli Daniel: Internet & Intranet Engineering; Tata McGraw Hill, 1999
7. Bhatnager Subhash and Schware Qbert (Eds); Information and Communication Technology in development; Sage Publications India, New Delhi.
8. Amor, Daniel: E-business (r) evaluation, The: Living and Working in an interconnected World; Prentice Hall US.
9. Afuah, A., and Tucci, C: Internet Business Models and Strategies; McGraw Hill, New York.
10. Agarwala Kamlesh. N. : Internet Banking; Macmillan India New Delhi.
11. Parag Diwan ans Sunil Sharma: E-Commerce A Managers Guide to E-Business, Excel Books, New Delhi.
12. Agarwala Kamlesh N. and Agarwala Prateek: M-Commerce; Macmillan India Ltd. new Delhi.