E-Commerce Concepts

Semester -II   **Subject Code: BC21505**   **Lectures : 48**

Objectives:

- Acquaint students with a fundamental understanding of the environment and strategies in the electronic commerce.
- Provide guiding principles behind the design and strategy of the customer web interface.
- To know what is Internet and Extranet.
- To know security threats, technology solutions and the working of E-Governance.

Unit 1: Introduction to Electronic Commerce and Internet and Extranet   12 Lects.

What is E-Commerce (Introduction and Definition), Main activities E-Commerce, Goals of E-Commerce.	2
Technical Components of E-commerce, Functions of E-commerce.	1
Advantages and Disadvantages of E-commerce, Scope of E-commerce, Electronic commerce Applications.	2
Electronic commerce and Electronic Business(C2C)(2G , G2G , B2G , B2P,B2A,P2P, B2A, C2A, B2B,B2C).	2
Definition of Internet, Advantages and Disadvantages of the Internet.	1
Intranet introduction, Component of a Intranet Information technology structure, Development of a Intranet, Role of Intranet in B2B Application.	2
Introduction to Extranet, Internet and intranet Difference, Extranet and Intranet Difference	2

Unit 2: Building own website and Introduction to HTML   12 Lects.

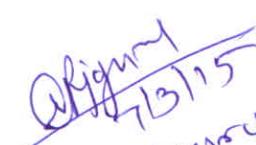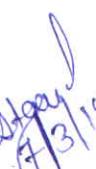|	
Reasons for building own website, Benefits of website, Registering a Domain Name, Web promotion.	3
Introduction to HTML Basic tags.	1
Advance Tags, Creating Tables, Creating Forms, Creating Frames.	2
Adding Links, Adding Images.	1
Practical Examples of all the Tags studied.	5

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Unit 3: E-Governance

7 Lects.

- Meaning and definition of E-Governance, objective of E-Governance. 1
- Advantages of E-Governance, Challenges for E-Governance 2
- Important E-Governance Initiatives in India. 2
- Indian Custom EDI System (Import and Export) 2

Unit 4: Electronic payment System

7 Lects.

- Introduction, Types of Electronic payment system. 1
- Payment types, Traditional payment, Value Exchange System. 2
- Credit card system, Electronic cash. 2
- Electronic funds transfer, Paperless bill. 2

Unit 5: Technology Solution and E-com Security

10 Lects.

- Encryption, Types of Cryptography. 1
- Symmetric Key Encryption, Public key Encryption. 2
- Public Key Encryption using digital signatures, Digital Envelopes, Digital Certificates. 1
- Limitations to encryption solutions. 1
- **E-commerce security** environment, Security threats in E-com environment Malicious code and unwanted programs. 2
- Phishing and identity theft. 1
- Credit card fraud/Theft, Spoofing. 1
- Denial of service(DOS), Distributed denial of service(dDOS). 1

Recommended TextBooks:

- E-Commerce TYBCA(2008 Pattern) Nirali publication
- E-Commerce TYBCA(2008 Pattern) Tacmax publication
- E-Commerce TYBCA(2008 Pattern) Vision publication
- E-Commerce Concepts FYBCA(2013 Pattern) Nirali publication
- E-Commerce Concepts FYBCA(2013 Pattern) Vision publication
- E-Commerce Concepts FYBCA(2013 Pattern) Thakur publication

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Reference Books:

References :
- Electronic-Commerce- Kamlesh K Bajaj and Debjani Nag
- Electronic-Commerce- Anurajan Misra(Galgotia publication)
- Electronic-Commerce-Milind M Oka(Everest publication house)
- Understanding E-commerce-David Kosiur(Microsoft)
- Developing Electronic-Commerce sites-Vivek Sharma and rajev Sharma

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