



AMITY UNIVERSITY
 ———— UTTAR PRADESH ————

Course Title: FUNDAMENTALS OF E-COMMERCE

Course Level: UG

Course Code: CSIT319

Credit Units:03

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	-	-	-	3

Course Objectives :

- This course intends to describe that the scope of e-Commerce market has evolved beyond the narrow buying and selling of goods to include services of all kinds including entertainment and communications that is making e-Commerce an integral part of everyone's daily life.
- This course will help the students to recognize that today the extended scope of eCommerce provides the opportunity to substantially enhance the daily lives of all individuals. Case studies based on Internet Marketing , Mobile Commerce, On-line education , EDI , e-banking understanding will prepare the students for current and future scenario
- The course is designed to help the student use theoretical frameworks of e-Commerce Infrastructure and major trends in e-Commerce virtual world to interpret case studies and implement the learnings in real-life scenarios on day to day basis.

Pre-requisites: Student should be interested in surfing Internet and should have a willingness to develop the awareness and understanding of current and future market when technology is in the palm/pocket.

Course Contents/Syllabus:

	Weightage (%)
Module I	15%
E-Commerce : A Revolution Traditional commerce – an overview, Growth of Internet and the web, What is E-commerce? Origin and growth of e-commerce , Comparison between Traditional and Electronic commerce, advantages and Issues in electronic commerce , relation between e-Commerce and e-Business , digital convergence, Unique features of E-commerce technology: Ubiquity,Global reach, Universal standards, Richness ,Interactivity, Information Density,Personalization/customization,Social technology , Introducing Types of e-commerce , case study of traditional commerce vs e-commerce	
Module II	25%
E-commerce business Models and concepts : Eight key elements of a Business model: value proposition, Revenue model, Market opportunity, competitive environment, competitive advantage, market strategy, organizational development, management team ; Business –to – Consumer (B2C) Business Model :e-tailer ,Business-to –Business (B2B) business model : E-distributor, e-Procurement, introduce supply chain management (SCM) ,Consumer-to-Consumer (C2C) Business Model , case study on Peer-to-Peer(P2P) Business model, Introduction of M-Commerce business models, Government –to – Citizen model.	
Module III	30%
E-Commerce Infrastructure framework : Ecommerce framework, Terms related to Internet Technology : Internet protocols, DNS, URLs, Client/Server computing , Markup languages, Web servers and clients , web browsers, search engine, Intelligent agents (Bots), online forums and chat , blogs, podcasting, Internet telephony, Video Conferencing.	

<p>What is Information Super highway? Components of I-Way(Information Super Highway) , Public policy issues shaping the I-Way , Internet , Intranet and Extranet . How and why wireless technology is employed? Wireless Application Protocol benefits and limitations, mobile banking , case study of mobile commerce</p> <p>Conceptual Framework of e-Business e-Banking : Meaning , Importance and types of e-banking services . Traditional vs e-banking ,process of e-banking, Advantages and disadvantages of e-banking, Status of e-banking in India. Case study of national and International banks e-Trading :Meaning and importance of e-trading, traditional trading vs e-Trading, Operational aspects of e-trading, advantage of e-trading status of e-trading Advertising and Marketing on Internet :New age of Information based marketing , On-line advertising paradigms : Active or Push based advertising, Passive or Pull based advertising , e-Cycle of Internet Marketing, Personalization, Search engine Optimization, tracking customers : log files, forms, cookies , e-CRM On-Demand education and digital copyrights :On-line education and virtual classrooms , distance education and e-learning, , training on demand, changing roles of Institutions: universities and colleges, Publishers, Authors , technological components of education on-demand .</p>	
<p>Module IV</p>	<p>20%</p>
<p>E-commerce Security environment : Dimensions of E-Commerce security, security threats in the E-commerce environment: malicious code, unwanted programs, Phishing and Identity theft , Hacking and Cyber vandalism , credit card fraud/theft, spoofing , spamming, Sniffing, Insider attacks, Denial of Service (DOS) and Distributed Denial of Service (DDoS) attacks Introducing Technology solutions: Encryption, Secure Socket Layers (SSL) , Firewalls</p>	
<p>Module V</p>	<p>10%</p>
<p>E-Commerce Payment Systems: Traditional payment methods, Online Credit card Transactions, Credit card E-Commerce enablers, digital wallets, digital cash, digital signatures ,electronic billing presentment and payment , Introduction to Electronic Data Interchange(EDI)</p>	

Student Learning Outcomes:

By the end of this course , student would be able to :

- Identify the nature of e-Commerce
- Recognize the business impact and potential of e-Commerce
- Explain the technologies required to make e-Commerce viable
- Discuss the current drivers and inhibitors facing the business world in adopting and using e-Commerce
- Explain the economic consequences of e-Commerce
- Discuss the trends in e-Commerce and use of Internet for Communication, shopping and social networking

Pedagogy for Course Delivery:

The course joins together lectures, case studies, interacting with e-Commerce developers and market experts in the field and understudy presentations. Classroom discussions form an important part of the learning experience. The readings for the course are attracted from text books , journals and new innovative ideas /articles published by experts of the e-Commerce field. The understanding will develop from the comparative study of e-Commerce portals proliferating in the web.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100		100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Midterm	Case Study/Presentation	Field Work Evaluation	Attendance	
Weightage (%)	10	10	5	5	70

Text Books :

1. **E-Commerce Essentials by Kenneth Laudon and Carol Traver ISBN-10 :0133544982 Prentice Hall, 2013**
2. **Electronic Commerce from Vision to Fulfillment” , by Elias M. Awad , Pearson Education , 3rd Edition,2006**

References :

1. **The Social Media Bible : Tactics, Tools and Strategies for Business Success 3rd edition by Lon Safko
Publisher : Wiley ,2012**
2. **Introduction to E-Commerce : 3rd Edition by Efraim Turban, David King, Judy Lang ; Publisher Prentice Hall,2010**
3. **CRM at the speed of Light : Social CRM strategies, tools and techniques for engaging your customers : 4th edition by Paul Greenberg , McGraw Hill ,2009**
4. **E-Business and e-Commerce How to Program : 1st edition by Harvey M. Deitel Publisher : Prentice Hall,2000**
5. **Digital Capital : Harnessing the Power of Business Webs : 1st edition by Cheryl Kimball publisher:
Entrepreneur Press,2000**
6. **E-Business Strategies for Virtual Organizations by Janice Burn , Publisher Taylor and Francis,2001**
7. **E-Enterprise : Business Models, Architecture , and Components :1st edition by Faisal Hoque , Publisher :
Cambridge University Press,2000**
8. **“Frontiers of Electronic Commerce” by Ravi Kalakota ,AndrewWhinston. , Addison Wesley , 4th
Edition,2007**

9. **“ From EDI to Electronic Commerce : A Business Initiative” by Sokol , TMH,1995**

Any other Study Material:

- **IEEE Xplore : An E-commerce Model using Peer-to –Peer Technology and personal blog author: Byeong-Thack Oh, Ho-jinPark**
- **IEEE Xplore: Business Models for Mobile Commerce services” requirement , design and the Future by UpkarVarshney ,Georgia State university**