II Year MCA II Semester

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MC216   E-COMMERCE
ELECTIVE– II

Objective of the Course:
This course explores the basics of working with internet including WWW, Email, Browsing, Chatting etc., and understand the potential of secured electronic transactions, E-mail security and electronic publishing.

UNIT - I   **(12 Hrs)**
Electronic Commerce Environment and Opportunities: Background, The Electronic Commerce Environment, Electronic Marketplace Technologies. Modes of Electronic Commerce: Electronic Data Interchange, Migration to Open EDI, Electronic Commerce with www/Internet, Commerce Net Advocacy, web Commerce Going Forward.

UNIT - II   **(12 Hrs)**
Approaches to Safe Electronic Commerce: Secure Transport Protocols, Secure Transactions, Secure Electronic Payment Protocol (SEPP), Secure Electronic Transaction (SET), Certificates for authentication Security on web Servers and Enterprise Networks.
Electronic Cash and Electronic Payment Schemes: Internet Monetary Payment & Security Requirements. Payment and Purchase Order Process, On-line Electronic cash.

UNIT - III   **(12 Hrs)**
Internet/Intranet Security Issues and Solutions: The need for Computer Security, Specific Intruder Approaches, Security Strategies, Security Tools, Encryption, Enterprise Networking and Access to the Internet, Antivirus Programs, Security Teams.

UNIT - IV   **(12 Hrs)**
Master Card/Visa Secure Electronic Transaction: Introduction, Business Requirements, Concepts, payment Processing. E-Mail and Secure E-mail Technologies for Electronic Commerce: Introduction, The Means of Distribution, A model for Message Handling, E-mail working, Multipurpose Internet Mail Extensions, Message Object Security Services, Comparisons of Security Methods, MIME and Related Facilities for EDI over the Internet.

UNIT - V   **(12 Hrs)**
Internet Resources for Commerce: Introduction, Technologies for web Servers, Internet Tools Relevant to Commerce, Internet Applications for Commerce, Internet Charges, Internet Access and Architecture, Searching the Internet. Advertising on Internet: Issues and Technologies. Introduction, Advertising on the Web, Marketing creating web site, Electronic Publishing Issues, Approaches and Technologies: EP and web based EP.

Text Books:

1. WebCommerceTechnologyHandbook, byDanielMinoli, EmmaMinoli, McGraw-Hill
2. Frontiers of electroni commerece by Galgotia.

Reference Books:

1. E-Commerce fundamentals and applications Hendry Chan, Raymond Lee, Tharam Dillon, Ellizabeth Chang, John Wiley.
2. E-Commerce, S.Jaiswal – Galgotia.
3. E-Commerce, Efrain Turbon, Jae Lee, David King, H.Michael Chang.
4. Electronic Commerce – Gary P.Schneider – Thomson.
5. E-Commerce – Business, Technology, Society, Kenneth C.Taudon, Carol Guyerico Traver.