BC 208 E- COMMERCE

Course Description and Objectives:

This course provides an introduction to information systems for business and management. It is designed to familiarize students with organizational and managerial foundations of systems, the technical foundation for understanding information systems

Course Outcomes: After Completion of the subject student should able to
- Understand the basic concepts and technologies used in the field of management information systems;
- Have the knowledge of the different types of management information systems;
- Understand the processes of developing and implementing information systems;
- Be aware of the ethical, social, and security issues of information systems;

UNIT – I 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 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   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 – IVMaster 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 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 electronicommerece by Galgotia.

Reference Books:

1. E-Commerce fundamentals and applications Hendry Chan, Raymond Lee, Tharam
Dillon, Ellizabeth Chang, John Wiley.