

Devi Ahilya University, Indore, India Institute of Engineering & Technology				I Year M.E.(Industrial Engineering and Management) Full Time			
Subject Code & Name	Instructions Hours per Week			Credits			
IMR1G3 E- BUSINESS & COMMERCE	L	T	P	L	T	P	Total
	3	1	0	3	1	0	4
Duration of Theory Paper: 3 Hours							

COURSE CONTENTS

UNIT – 1

Introduction

Fundamentals in E-Commerce – Meaning, Nature, Limitation, E – Commerce – Origin, Nature, Meaning, Definitions, Features, Need , Advantages & Disadvantages, Essential requirements, e – Commerce Vs Traditional Commerce.

UNIT – 2

Business Models for e Commerce

e-Business: Meaning, Definition, Importance, e Business models based on the Relationships of transaction parties, B2C, B2B, C2C, C2B. e Business models based on the relationship of transaction types – Manufacture Model, Advertising Model, Value Chain Model, Brokerage Model.

UNIT – 3

E –Payment Systems:

Modes of e Payment – Credit Cards, Debit Cards, Smart Cards, e Credit Accounts, e Money/Cash, Digital Signatures – Legal Positions of Digital Signatures, How Digital Signature Technology Works, Risks & e Payment system : Data protection, risk from mistakes & disputes – Consumer protection, Management Information Privacy, Managing Credit Risk.

UNIT – 4

E-Business Communication

Introduction, Importance of e Technology in e Business Communication, Modes of e-Business communication, e- Business Communication, e – Business Conferencing – Audio, Document Telephone, Video Conferencing – Types Email in e Commence, Mobile Communication. E – Banking Introduction concept & meaning, Electronic Fund Transfer – Automated Clearing house, Automated ledger posting, Electronic Money transfer e- Cheque, ATM, FOS, Tele banking.

UNIT – 5

E- Security & E- Markets

Introduction, Need for Security, Security concepts, attacking methods – Cyber crimes, Cryptology, Hacker, encryption. E-commerce security solutions – E – Locking Techniques, e-Locking product, e-Locking services, Net Scape security solution E-Markets: On line shopping – On Line purchasing –Electronic Market –Three models of e-Markets, e-Advertising e- Branding.

BOOKS RECOMMENDED:

1. Murthy C.S.V., e Commerce–Concepts Models Strategies Himalaya Publishing House 3e, 2005.
2. Basics of e Commerce-Legal & Security issues ISBN 81-203-2432-3.
3. Joseph P.T., e Commerce : An Indian Perspective, 2ndEd., SJ, 2006.