4/4 B.Tech - FIRST SEMESTER

**IT7T5E**                    **E-COMMERCE TECHNOLOGY**                    **Credits:3**
**Lecture: 3 Periods/week**                              **Internal assessment: 30 marks**
**Practice/Interaction: 1Period/week**          **Semester end examination: 70 marks**

**Objectives**:
- To provide scope of e-commerce in the realm of modern business.
- To acquire knowledge on technologies used to develop and deliver E-commerce applications.
- To provide knowledge on Different electronic payment modes.
- To get familiar with marketing methods used in e- commerce

**Outcomes:**
Students will be able to
- Understand the Framework of E-commerce and different types of E-commerce applications.
- Gain Knowledge on different types of Electronic payment systems.
- Understand Intra and Inter Organizational commerce.
- Know the concepts of advertising and marketing through Internet
- Understand the consumer search and resource discovery through E-commerce Techniques.

**Syllabus:**

**Unit-I**
Electronic Commerce-Framework, anatomy of E-Commerce applications, E-Commerce Consumer applications, E-Commerce organization applications
Consumer Oriented Electronic commerce-Mercantile Process Models

**Unit-II**
Electronic payment systems-Digital Token-based, Smart cards, Credit cards, Risks in Electronic payment systems

**Unit-III**
Inter Organizational Commerce-EDI, EDI Implementation, Value added networks
Intra Organizational Commerce-Supply Chain Management

**Unit-IV**
Advertising and marketing-Information based marketing, Advertising on Internet, Online marketing process, Market Research.

**Unit-V**
Consumer search and Resource Discovery-Information search and retrieval ,Commerce catalogues, Information filtering.  A case study on www.amazon.com.

**Text Book:**
  1.  Frontiers of Electronic Commerce   - Ravi Kalakota, Whinston, Pearson.

**Reference Books:**

1. E-commerce Fundamentals and Applications Hendry Chan Raymond Lee, Tharam Dillon, Ellizabeth Chang, John Wiley
2. E-commerce, S.Jaiswal-Galgotia

**e- Learning  Resources:**

1. http://nptel.ac.in/courses/106108103/pdf/Lecture_Notes/LNm13.pdf
2. http://textofvideo.nptel.iitm.ac.in/106105084/lec35.pdf
3. http://www.ddegjust.ac.in/studymaterial/mcom/mc-201.pdf
4. http://orfe.princeton.edu/courses/orf401/#Lectures