Department of Computer Science

Generic/ Other Elective Course (GE/OE)-I
(Code:)
(Approved in BoS meeting held on 15.05.2023 w.e.f. Academic Session 2023-24)

E-COMMERCE

Credits: 2 (2 Th)   No. of Lectures: 30   No. of Practical: Nil

Course Description: This course introduces information systems for business and management and essentials of e-Commerce.

Learning Objectives:
- It is designed to familiarize students with organizational and managerial foundations of systems.
- The technical foundation for understanding information systems.

Course Learning 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

Introduction to e-Commerce, Scope of electronic commerce, definition, e-Commerce and Trade Cycle, e- Markets, Internet e-Commerce in perspective. Value chain, Supply chain, Porters value chain model, Inter organizational value chains.

UNIT - II

Business strategy in electronic age: Competitive advantages, Strategy, Porters model, First Movers advantages, Advantages using e-Commerce. Introduction to business strategy, Strategic implications of IT, Technology,e-Commerce implementation, e-Commerce evaluation.

Business to Business e-Commerce: Inter organizational transactions, The credit transaction trade cycle, A variety of transaction,Electronics Market, Usage of e-Market, Advantages and disadvantages of e-Market, Future of e-Market, EDI.

UNIT - III

Business to Consumer Electronic Commerce: Consumer trade transaction, Internet e-Commerce, e-Shop, Other e-Commerce technologies, Advantages and disadvantages of consumer e-Commerce. Elements of e-Commerce: elements, e-Visibility, e-Shop, Online payments, Internet e-Commerce security.

<u>Reference Books</u>

1. Commerce, Strategy, Technologies and Applications   By: David Whiteley Tata McGraw-Hill Edition.