

CSH 614: E-Business

Teaching Scheme

Lectures: 3 hrs/Week

Tutorials: 1 hr/Week

Credits: 4

Examination Scheme

Class Test -12Marks

Teachers Assessment - 6Marks

Attendance – 12 Marks

End Semester Exam – 70 marks

Prerequisite:

Bachelor of Science (Honors) in Computer Science

Head
Department of Computer Applications
Faculty of Computer Applications
Invertis University, Bareilly (UP)

Registrar
Invertis University
Bareilly

Dean Academics
Faculty of Computer Applications
Invertis University, Bareilly (UP)

Course Objectives:

1. Define e-commerce and e-Business.
2. Compare e-commerce with traditional commerce.
3. Understand media convergence.
4. Explain the business applications of e-commerce .
5. Discuss the need for e-commerce and e-Business.
6. Describe the basics of e-commerce: network and electronic transaction today.

Detailed Syllabus

Unit-1

Introduction to Electronic Commerce: Definition, e-commerce v/s traditional commerce, , E-Com vs. E-Business ,Framework of E-Commerce: The Information Superhighway, Multimedia Content and Network Publishing, Messaging and Information Distribution, Services Infrastructure. E-Commerce Models.

Unit-2

Securing Business on Network: Web Security issues related to e-business, e-commerce threats: Communication channel ,Secrecy threats, Web server threats, Security by Digital Signatures.

Unit-3

E-Payment Methods : Elements involved in Electronic Payment Systems, Brick and Mortar: Payment Authorization and Settlement, Smart Cards and its types, Credit Cards, Security Issues in Electronic Payment Systems.

Unit-4

Different e-Transactions: EDI- Definitions, EDI-Layered Architecture, Advantages & Limitations of EDI, Firewalls: Packet Filtering, Application Level Firewalls, Transaction Security: Active and Passive attacks, Fabrication, Interruption , Interception,Modification.

Unit-5

WAP and WWW : WAP technology and its benefits, WAP Protocol Suit: WDP,WTP,WSP,WTLS, Comparison between WWW and Wireless Application Protocol, WWW based security schemes.

Unit-6

Mobile Commerce and Security Issues : Overview, Framework of M-Commerce:, Introduction of Home Banking, Security issues related to Online Banking.

Text and Reference Books

1. Frontiers of Electronic Commerce- Ravi Kalakota & Whinston, 10th edition, Pearson.
2. Electronic Commerce-Bharat Bhaskar, IInd Edition, TMH.
3. E-business- Daniel Amor, Ist, Pearson
4. Electronic Commerce- Turban & Lee, Ist, Pearson
5. Electronic Commerce- Ravi Kalakota & Whinston, VIIth edition, Pearson.

Course Outcomes:

After completing the course, students will be able to:

Head of Department of Computer Applications
Faculty of Computer Applications
Inverys University
Bareilly
Bachelor of Science (Honors) in Computer Science

Dean Academics
Faculty of Computer Applications
Inverys University Bareilly
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Business, Intra-organizational.

3. Describe the infrastructure for E-commerce
4. Describe the key features of Internet, Intranets and Extranets and explain how they relate to each other.
5. Discuss legal issues and privacy in E-Commerce
6. Assess electronic payment systems
7. Recognize and discuss global E-commerce issues