MBA337: E-COMMERCE

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

- *To provides an introduction to information systems for business and management.*
- *To familiarize students with organizational and managerial foundations of systems.*
- *To understand the technical foundation for understanding information systems.*

Hours: 40

UNIT I (10 Hours): Introduction: What is E-Commerce, Forces behind E-Commerce Industry Framework, Brief history of E-Commerce, Inter Organizational E-Commerce Intra Organizational E-Commerce, and Consumer to Business Electronic Commerce.

Network Infrastructure for E-Commerce, Market forces behind I Way, Component of I way Access Equipment, Global Information Distribution Network, Broad band Telecommunication.

UNIT II (10 Hours): Mobile Commerce: Introduction to Mobile Commerce, Mobile Computing Application, Wireless Application Protocols, WAP Technology, Mobile Information Devices, Web Security.

Introduction to Web security, Firewalls & Transaction Security, Client Server Network, Emerging Client Server Security Threats, firewalls & Network Security.

UNIT III (10 Hours): Encryption: World Wide Web & Security, Encryption, Transactionsecurity, Secret Key Encryption, Public Key Encryption, Virtual Private Network (VPM), Implementation Management Issues. Electronic Payments: Overview of Electronics payments, Digital Token based Electronics payment System, Smart Cards, Credit Card I Debit Card based EPS, Emerging financial Instruments, Home Banking, Online Banking.

Dean Academics
Faculty of Management
Invertis University, Bareilly (UP)

Registrar
Invertis University
Bareilly

Head
Department of Management (MBA)
Faculty of Management
Invertis University, Bareilly, (UP)

UNIT IV (10 Hours): Net Commerce: EDA, EDI Application in Business, Legal requirement in E-Commerce, Introduction to supply Chain Management, CRM, issues in Customer Relationship Management.

Suggested Readings:

1. E-Commerce, Greenstein and Feinman, TMH
2. Frontiers of Electronic Commerce, Ravi Kalakota, Andrew Whinston, Addision Wesley
3. The E-Business Revolution, Denieal Amor, Addision Wesley
4. E-Commerce, Diwan, Sharma, Excel
5. E-Commerce: The Cutting Edge of Business, Bajaj & Nag, TMH

COURSE OUTCOMES : *After completion of this course, the student will be able to*

	COURSE OUTCOMES DESCRIPTION
CO1	Ability to understand the basic concepts and technologies used in the field of management information systems.
CO2	Ability to discover Knowledge of the different types of management information systems
CO3	Able to understand the processes of developing and implementing information systems
CO4	Ability to aware of the ethical, social, and security issues of information systems
CO5	Able to experiences towards research and innovation. integration.
CO6	Ability to identify and apply the knowledge of subject practically in real life situations

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions