

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
M.Sc. (I.T.) [Five Year Integrated Course]
B.Sc. (Information Technology)
Semester IV

Paper No : 405

L: 4, T:0, P:0 Hrs

Paper Title : E-Business

1. Information Technology And Business

Introduction, The customer driven supply chain, Information Age, Origins of the Internet, The evolution of Internet, The spread of Internet, Definition of Internet, The underlying network and its goals, Internet today, Electronic Commerce

2. Fundamentals Of E-Commerce

Introduction, Objectives,
Commerce – The Traditional way
The Buyer, The Seller
History of Electronic Commerce, Definition of Electronic Commerce,
Comparison between Traditional Commerce and E-Commerce, The Technologies of E-Commerce, Advantages of E-Commerce, Disadvantages of E-Commerce, International Electronic Commerce,
Infrastructural requirements for E-Commerce
Technology Overview, Packet switched networks, The TCP/IP Internet Protocol, Internets, Intranets and Extranets

3. Types Of E-Commerce

Introduction, Objectives, Types of Business Transactions, Business to Customer, Customer to Customer, Business to Business

4. Security Of E-Commerce

Introduction , Learning Objectives, Security Overview, Computer Security Classification, Copyrights and Intellectual Property,
Electronic Commerce Threats
Communication Channel Threats, Secrecy Threats, Integrity Threats,
Necessity Threats, Server Threats, Web Server Threats, Database Threats,
Common Gateway Interface Threats, Other Programming Threats
CERT - Computer Emergency Response Term

5. Security Concerns

Introduction, Objectives, Security concerns, Combating E-commerce Threats, Protecting Intellectual Property, Protecting Client Computers, Digital Certificate, Dealing with Cookies, Using Antivirus Software, Protecting Electronic, Commerce Channel, Providing Transaction Privacy, Encryption,
Data Encryption Standard (DES), Comparison between Public key and Private key encryption methods, Secure E-commerce, Secure Sockets Layer protocol, Secure HTTP (S-HTTP) protocol, Ensuring Transaction Integrity,
Guaranteeing Transaction Delivery

6. E-Transactions

Introduction, Objectives, The Basics, Credit and Charge cards, Open and Closed Loop Systems, Merchant Account, Secure Electronic Transaction (SET) Protocol, Dual Signature Scheme, Electronic Cheque Payment, Electronic Cash, Holding Electronic Cash, Advantages and Disadvantages of Electronic Cash, How Does Electronic Cash Work, Security for Electronic Cash, Electronic Wallets, Smart Cards, Micro-Payment for Information Goods

7. Implementing An E-Commerce Site

Introduction, Objectives, Web presence goals, Achieving Web presence goals, How the Web is different, Meeting the needs of Web site visitors, Usability Testing
Identifying and Reaching customers
Communication on the Web, The Web 's new marketing approaches, Technology-enabled Relationship management
Creating and maintaining Brands on the Web
Elements of Branding, Rational Branding vs. Emotional Branding

Main Readings:

1. Frontiers of Electronic Commerce: Kalakota and Whinston: Addison Wesley
2. Electronic Commerce: A Managerial Perspective: Efraim Turban, Jac Lee, David King, H. Michel Chung: Pearson Education Asia

Supplementary Readings:

1. IT Encyclopaedia.com : Volume 8: Parag Diwan & Sunil Sharma : E-Commerce Pentagon Press
2. E-Commerce Strategies: Charles Trepper: PHI