

**DEPARTMENT OF BUSINESS AND INDUSTRIAL MANAGEMENT
EMERGING TECHNOLOGIES IN IT**

Objective: To provide in depth knowledge about developing online strategies in growth of organization.

Contents:

Unit: 1 Business Models for E-commerce

Overview of E-commerce including Challenges

Framework of E-commerce

Intraorganizational E-commerce: Automation & Co-ordination

E – Business Models: B2C,B2B,C2C,C2B

B2B Models: Buyer Model, Marketplace Model, Langer Term Relationship Model, Seller Model

B2C Models: E – Shop, E – Mail

C2C Business Model

Current Trends : E- Marketplaces, its benefits and revenue model

Future Trends : E –Channels, E – Portals and E – Governance

E-business and Digital Firm

Unit: 2 E-marketing

Traditional Marketing

Online Marketing

E-advertising: Market Segmentation & Research

Internet Marketing Trends

Target Markets

E-branding: Elements of branding, Spiral branding

Various Marketing Strategies

Unit: 3 E-Payment Systems

Requirements

Types of E-Payment Systems

Digital token-based E-payment systems: Benefits, Encryption and credit cards, Mobile payments

Smart Cards and E-Payment Systems

Credit Card-Based E-Payment Systems

Properties of E-cash: Operational risk and Legal issues

E-Cheque

Risk in E-payment systems: Data protection, Information privacy, Credit risk

Designing E-payment systems: Security

Digital Signature: Legality, Working of digital signature technology, Public key certificates, The secure E-payment process method

Online Financial Services in India: Features of e-banking in India

Online stock trading

Unit: 4 E-Customer Relationship Management & E-Supply Chain Management

Customer relationship Management
Supply Chain: Benefits, Strategies, Future trends
E-supply chain components and architecture
Major trends in E-SCM
Study of Supply chain management at various industries

Unit: 5 Consumer Search and Resource Discovery

- Search and Resource Discovery Paradigms
- Information Search and Retrieval
- Electronic Commerce Catalogs or Directories
- Information Filtering
- Consumer Data Interface: Emerging Tools

Unit: 6 E-strategy

Dimensions of E-commerce strategy
Value Chain and E-strategy
Planning E-commerce project
E-commerce strategy and knowledge management

Unit: 7 Mobile Commerce

Introduction
Technologies for M-commerce
Overview of WAP

Reference:

DEPARTMENT OF BUSINESS AND INDUSTRIAL MANAGEMENT
Information Security

Objective: To introduction the concept about security of data.

Contents:

Unit 1 Information Security Basics

Introduction

Information Security Threats

Types of Information Security

Need and Scope for Security & Control

Security Policy Scope: Local and Network

Features of Security Policy including Components

Types of Security Policies: Confidentiality, Integrity, Hybrid

Security Policy: Life Cycle and Key

Information Security Architecture: Design, Implementation & Administration / Maintenance phase

Security Awareness & Training

Information Security Risk Evaluations: Principles & Attributes

Information Security Risk Management: Framework

Unit 2 Access Control

Access Control: Identification, Authentication, Authorization, Password control & management

Access control issues

Implementation of Access Control – Biometrics

Unit 3 Security Technology

Backup & Recovery Strategies

Data input & Output control

Cryptography: Introduction, Classical Cryptosystems, Public & Private key Cryptography, Cipher Techniques, Encryption Standard and Algorithms, Types of Encryption

Digital Signature: Classical & Public Key

Digital Certification

Unit 4 Network & OS Security

Network Architecture Security: Common Network attacks, Physical & Logical Network Policies, Threats to Network Security, Firewall Architecture, VPN Security, Security by Network Devices, Network Recovery Strategy

OS Security: Trusted OSs, Authentication, Account Security, File System Protection, File Sharing Security, Security logs, Network Access Controls

Internet Security: Mail Security, FTP security, Telnet Security, Browser security, News security

Intrusion Detection & Management

Avoidance & Detection

Unit 5 Other Security Issues

Physical & Environmental Security

Management perspective about Security

Threat to & from organization: Protects from people, Protects of employees

Unit 6 Security Audit

Introduction
Objectives
Conducting Audit
Database Security Audit
Network & Telecom Security Audit

A sample security policies, procedures and assessment work plan to be developed as a part of case study.

Reference:

Network Security – C. Kaufman, R. Prelman & M. Speciner, Pearson Education
Principles of Information Security – M. Whiteman & Herbert, Thomson publication.
Information Security – An overview, PHI
Information Security – Policies and implementation issues, PHI
Introduction to Computer Security – M. Bishop, S. Venkatramanayya, Person Education
Security in Computing – C. P. Pfleeger & S.L. Pfleeger, PHI
Information Security Best Practices: 205 Basic Rules – G.L. Stefanek, J. Varteresian, Elsevier
Publication