

MSC IT 3rd Semester
Subject Code : MS-3E 11
Subject Name : E-Commerce

Block 1 – Introduction to E-Commerce

Unit 1 – Introduction to E-Commerce

E-commerce definition and types of ecommerce, E-commerce classification, History of E-Commerce, Benefits Of E-Commerce, E-Commerce Limitations, Building Blocks In The Infrastructure Of E-Commerce Applications.

Unit 2 – Business Models

Business Models, Framework of e-Commerce, Business to Business e-Commerce, Benefits of Business-to-Business, How Business-to-Business Sites Works, Business to Customer, What is B2C e-commerce?, Major challenges of B2C e-commerce, Making profit through B2C e-commerce, Need of a privacy policy for B2C initiative,

Unit 3 – Network Infrastructure

What Is A Network, International organization for standard's (ISO) model, Internet layers- TCP/IP stack, Classes of IP address, Domain name system, Getting domain names and IP addresses, Networking Devices, Hubs, Repeaters, Bridges, Switches, Routers, Cabling options, Address resolution protocols (ARP) and address resolution protocol (RARP), File transfer Protocol (FTP), FTP Structure, Connection methods, Ftp Session, Commands, Common Reply Codes, Introduction to Electronic Mail, WWW - The World Wide Web.

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Block 2 – Securing Business on Network

Unit 1 – Introduction to HTML

Hypertext Transfer Protocol (HTTP), HTTP Transaction, Request Message, Request line, Request Types or Methods, Status Code, Web browser, Hypertext markup language, Text formatting, Heading in HTML, Applying images in HTML, Changing colors in a page, Forms, Text Boxes, Check Boxes, Radio Buttons, Common Gateway Interface, Using Multimedia objects in HTML,

Unit 2 – Securing Business on Network

Network Security, Kinds of losses, Security Policy, FIREWALLS, Virtual private network (VPN), Cryptography, Digital signatures, Public Key Infrastructure (PKI).

Unit 3 – Electronic Payment Systems

The concept and definition of electronic money, Electronic Payment Systems, Virtual Pin Payment System, Electronic Payment System Protocols, Secure Sockets Layer (SSL), Secure Electronic Transactions (SET).

Block 3 – Internet Advertising

Unit 1 – Internet Advertising,

Internet Marketing, Models of Internet Advertising, E-Mail Marketing, E-Business Advertising, Web casting, Interactive Advertising, E-business Public Relations, Customer Relationship Management (Crm),

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B2B Marketing on the Web, Affiliate Programs, Product differentiation, Emotional branding vs. rational branding, Strengths and weaknesses of Internet Advertising, Web Auctions.

Unit 2 – Launching Your E business

Introduction, Marketing an E-Business, A framework for Enterprise Architecture, Disaster Recovery Plan, Disaster Recovery Process.

Unit 3 - Building a Corporate Website

Corporate website, Checklist for websites, Legal Issues related to e-Commerce, Indian IT Laws, Information Technology Act.