

Name of the Subject: E-BUSINESS
Course Code and Subject Code: IS 441, EB
Course Credit: FULL (50 SESSIONS OF 60 MINUTES EACH)

Course Description:

The course imparts understanding of the concepts and various application issues of e-business like Internet infrastructure, security over internet, payment systems and various online strategies for e-business.

Evaluation pattern:

Class participation and Attendance	10%
Quizzes, presentation and Assignments	20%
Mid Term Examination	30%
End Term (University) Examination	40%

Pedagogy:

- Lectures
- Case study
- Minor projects

Session	Course Content	Percentile weightage
1 - 10	Introduction to e-business: Electronic Business, Electronic Commerce, Types of Electronic Commerce, Benefits, Limitations and Barriers of E-commerce, Electronic Commerce Models, Value Chains in Electronic Commerce, E-Commerce in India.	20%
11 - 20	Web Based Tools for Electronic Commerce, Intranet, Composition of Intranet, Business Applications on Intranet, Extranets. Electronic Data Interchange, Components of Electronic Data Interchange, Electronic Data Interchange Communication Process.	20%
21 - 25	Security Issues in e-business Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Securing E-commerce Networks	10%
26 - 33	Electronic Payment System Concept of e-Money, Electronic Payment System, Types of	15%

	Electronic Payment Systems, Smart Cards, Stored Value cards and Electronic Payment Systems	
34 - 36	B2B Electronic payments, Infrastructure Issues in EPS, Electronic Fund Transfer.	10%
37 - 45	e-Business Applications & Strategies Business Models & Revenue Models over Internet, Emerging Trends in e-Business, e-Governance, Digital Commerce, Mobile Commerce	15%
46 - 50	Strategies for E-Commerce, Internet based Business Models; Legal, Ethical and Societal Impacts of E-Commerce.	10%

Text Book:

1. E-Business and E-Commerce Management- Strategy, Implementation and Practice , Dave Chaffey, Prentice Hall
2. Electronic Commerce- Framework, Technologies and Applications, Bharat Bhaskar, Tata McGraw Hill.

Reference Books:

1. Electronic Commerce - A Managerial Perspective, Efraim Turban, David King, Dennis Viehland, Jae Lee, 4th Edition, Pearson Education.
2. Electronic Commerce- From Vision to Fulfillment, Elias M. Awad, PHI Learning.
3. Electronic Commerce Strategy, Schneider Gary P. and Perry, James T, Cengage Learning