

SE-307 E-Commerce

Introducing e-commerce: e-commerce and e-business overview, internet history and e-commerce development, business-to-business e-commerce, business-to-consumer e-commerce, e-commerce stages and processes, e-commerce challenges and opportunities internet hardware, software and communication hardware – servers, communications media, storage area networks (SAN), connecting to the internet – DSL, broadband, ISDN, T-1 and T-3 lines, software – application service providers (ASPs), databases, operating system – Unix, Microsoft Windows, Linux, Mac Os x, enhancing business communication – intranets and extranets, streaming audio and video, internet telephony, web casting and web conferencing, e-commerce technologies generic trade cycles, Electronic markets – electronic markets, the trade cycle advantages and disadvantages, electronic data interchange – EDI trade cycle, benefits of EDI, EDI standards, Edicom communications, EDI implementation, EDI privacy, EDI and business, EDI trading patterns, internet commerce, e-commerce with business perspective the value chain – the supply chain, e-commerce in the value chain, competitive advantage – IT and competitive advantage, it and competitive advantage cases, business strategy – corporate strategy, strategy formulation, business environment, e-commerce implementation, e-commerce facilities for business, inter-organizational transactions – inter-organizational transactions, credit transaction trade cycle, variety of transactions, inter-organizational e-commerce, consumer trade transactions – internet e-commerce, the e-shop, internet shopping, trade cycle e-commerce sales, the elements of e-commerce e-visibility – site name, conventional advertising, portals, malls, search engines, e-shop – online information, customer registration, site navigation, product database order processing, online payment – credit cards, e-cash and other, security – encryption, SSL, digital signatures, Delivery system – e-fulfillment, after-sales services, internet marketing: online and offline market refresh, data collection, domain names, advertising option; e-mail marketing; search engines, web-site monitoring, online monetary transaction: electronic payment issues; e-cash, e-wallets, credit card issues, merchant accounts, online payment services, transaction processing, taxation issues, developing payment standards internet security: security issues and threats, security procedures, encryption, digital certificates, digital signature, security protocol – SSL and set technologies, authentication and identification, security providers, privacy policies, legal issues, customer service: customer service issues, frequently asked question (FAQ) pages, e-mail support, telephone support, live help service, customer discussion forums, value-added options, legal, social and global issues legal issues – privacy on the internet, tracking devices, employer and employee, protecting your business, intellectual property: patents and copyright, trademark and domain name registration, children and the internet, social issue – online communities, online activism, disabilities and the web, global issues – intent taxation, creating an e-business with global capabilities.

Recommended Books:

1. "e-Business and e-Commerce How to Program", Harvey M. Deitel, Paul J. Deitel and Tem R. Neito, Prentice Hall, 2000.
2. "The Complete E-Commerce Book", Janice Reynolds, CMP Books, 2nd Edition, 2004.