

MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION

MBAS 407: E- COMMERCE

Workload	: 04 hours per week - Total credits: 04
Examination	: 3 hours; 30 marks continuous evaluation & 70 marks final examination.
Objectives	: To acquaint the students with modern business practices and to provide an overview of the role of technology in business transactions.
Pedagogy	: Lectures, assignments, practical exercises, discussions, seminars.

1. Introduction to E-commerce: Introduction, E-commerce or Electronic Commerce- An Overview, Electronic Commerce – Cutting edge, Electronic Commerce Framework
2. Evolution of E-commerce: Introduction, History of Electronic Commerce, Advantages and Disadvantage of E-commerce, Roadmap of e-commerce in India
3. E-commerce Infrastructure: Introduction, E-commerce Infrastructure-An Overview, Hardware, Server Operating System, Software, Network Website
4. **Managing the e-Enterprise: Introduction, e-Enterprise, Managing the e-Enterprise, E-business Enterprise, Comparison between Conventional Design and E-organisation, Organisation of Business in an e-Enterprise**
5. e-Commerce Process Models: Introduction, Business Models, E-business Models Based on the Relationship of Transaction Parties, e-commerce Sales Life Cycle (ESLC) Model
6. **Risks of Insecure Systems: Introduction, An Overview of Risks Associated with Internet Transactions, Internet Associated Risks, Intranet Associated Risks, risks associated with Business Transaction Data Transferred between Trading Partners**
7. Management of Risk: Introduction, Introduction to Risk Management, Disaster Recovery Plans, Risk Management Paradigm
8. Electronic Payment Systems: Electronic Payment Systems, Electronic Cash, Smart Cards and Electronic Payment Systems, Credit Card Based Electronic Payment Systems, Risks and Electronic Payment Systems
9. Consumer Oriented Business: Consumer Market, One-to-One Marketing, Consumer Demographics, Maintaining Loyalty, Gaining Acceptance, Online Catalogue, the Pilot Catalogue, A Unique Search Engine
10. **Management Challenges and Opportunities: New Business Model, Required Changes in Business Processes, Channel Conflicts, Legal and Regulatory Environment for e-commerce, Security and Privacy, Managerial Opportunities**

References:

1. Kenneth Laudon and Carol Traver, E-Commerce 2015, Business, technology, society, Global Edition (Kindle Edition), Pearson, Rs. 418-00

2. P T Joseph, E-Commerce: An Indian Perspective , PHI, Rs.346-00
3. DevidWhiteley, E-Commerce: Strategy, Technologies and Applications, 1st Edition, Tata Mcgraw Hill EducationRs. 563-00
4. Dave Chaffey, E - Business and E - Commerce Management: Strategy, Implementation and Practice, PHI, Rs. 590.00
5. P. Rizwan Ahmed, E-Business & E-Commerce, Margham Publications, Chennai, 600017, Rs. 150.00
6. PiyushSukhija, E- commerce: Opportunities and Challenges, Global India Publications Pvt. Ltd. New Delhi, Rs. 395-00

