

<b>Elective – II: MOBILE AND E-COMMERCE</b>				
CLASS B.E. ( INFORMATION TECHNOLOGY)			SEMESTER VIII	
HOURS PER WEEK	LECTURES	:	04	
	TUTORIALS	:	--	
	PRACTICALS	:	02	
			<b>HOURS</b>	<b>MARKS</b>
EVALUATION SYSTEM:	THEORY		3	100
	PRACTICAL		--	--
	ORAL		--	25
	TERM WORK		--	25
<b>Prerequisite:</b> Wireless Networks				
<b>Objective:</b> The main objective of this course is to introduce participants to the new technologies, applications, services and business models of M-Commerce. In addition, we also look at mobile policy implications along with wireless spectrum auctions.				

- 1. Introduction to e-business and e-commerce:** Introduction, What is the difference between e-commerce and e-business?, How significant are e-commerce and e-business?, Business adoption of digital technologies for e-commerce and e-business, Introducing the B2B and B2C companies, Management responses to e-commerce and e-business.
- 2. E-commerce fundamentals:** Introduction, The e-commerce environment, The e-commerce marketplace, Focus on portals, Location of trading in the marketplace, Commercial arrangement for transactions, Focus on auctions, Business models for e-commerce, Revenue models, Focus on internet start-up companies-the dot-coms.
- 3. E-business infrastructure:** Introduction, What is the internet?, How does it work? Internet standards, Focus on who controls the internet, Managing e-business infrastructure, Focus on web service and service and service-oriented, Focus on new access devices,
- 4. E-environment:** Introduction, Social factors, Taxation, Economics and competitive factors, Focus on e-commerce and globalization, Political factors, Internet governance, E-governance, Technological innovation and technology assessment,.
- 5. E-business strategy:** Introduction, E-business strategy, Strategic analysis, Strategic objectives, Strategy definition, Strategy implementation, Focus on information systems strategy and e-business strategy.
- 6. Supply chain management:** Introduction, What is supply chain management?, Focus on the value chain, Option for restructuring the supply chain, Using e-business to restructure the supply chain, Supply chain management implementation.

7. **E-procurement:** Introduction, What is e-procurement?, Drivers of e-procurement, Focus on estimating e-procurement cost savings, Risks and impacts of e-procurement, Implementing e-procurement, Focus on electronics B2B marketplaces, The future of e-procurement?.
8. **E-marketing:** Introduction, What is e-marketing?, E-marketing planning, Situation analysis, Objective setting, Strategy, Focus on characteristics of new-media marketing communications, Tactics, Focus on online branding, Actions, Control.
9. **Customer relationship management:** Introduction, What is e-CRM?, conversion marketing, the online buying process, customer acquisition management , focus on marketing communications for customer acquisition ,customer retention management focus on excelling in e- commerce service quality, customer extension
10. **Change management:** Introduction, The challenges of e-business transformation, different types of change in business, Planning change, Human resource requirements, Revising organizational structures, approaches to managing change, focus on knowledge management, risk management.
11. **Analysis and design:** Introduction, process modeling, Data modeling, Design for e-business, Focus on user –centred site design, Focus on security design for e-business.
12. **Implementation and maintenance:** Introduction, Alternatives for acquiring e-business systems, Development of web-based content and services, focus on developing dynamic web content , testing, Changeover , Content management and maintenance, Focus on measuring and improving performance of e- business systems.
13. **M-Commerce:** Introduction to m-commerce: Emerging applications, different players in m-commerce, m-commerce life cycle Mobile financial services, mobile entertainment services, and proactive service management.
14. **Management of mobile commerce services:** Content development and distribution to hand-held devices, content caching, pricing of mobile commerce services The emerging issues in mobile commerce: The role of emerging wireless LANs and 3G/4G wireless networks, personalized content management, implementation challenges in m-commerce, futuristic m-commerce services.

**Text Book:**

Dave Chaffey, “E-Business and E-Commerce Management”, Third Edition, 2009, Pearson Education.

**Reference Books:**

1. Henry Chan, Raymod Lee and etl., “E-Commerce Fundamental and Applications”, Wiley.
2. Brian Mennecke and Troy Strader, “Mobile Commerce: Technology, Theory and Applications”, Idea Group, 2003.

3. Nansi Shi, "Mobile Commerce Applications", IGI Global, 2004.
4. Gary P. Schneider, "Electronic Commerce", Seventh Edition, CENGAGE Learning India Pvt. Ltd., New Delhi.
5. K. K. Bajaj, D. Nag "E-Commerce", 2<sup>nd</sup> Edition, McGraw Hill Education, New Delhi
6. P. T. Joseph, "E-Commerce an Indian Perspective", PHI Publication, New Delhi.
7. Bhaskar Bharat, "Electronic Commerce-Technology and Application", McGraw Hill Education, New Delhi
8. Mary Sumner, "Enterprise Resource Planning", 2005, PHI Learning India Pvt. Ltd. / Pearson Education, Inc. New Delhi.
9. Chan, "E-Commerce fundamentals and Applications", Wiley India, New Delhi.
10. Pete Loshin, "Electronic Commerce", 4<sup>th</sup> Edition, Firewall media, An imprint of laxmi publications Pvt. Ltd., New Delhi, 2004.
11. Jeffrey F. Rayport and Bernard J. Jaworski, "Introduction to E-Commerce", 2nd Edition, Tata Mc-Graw Hill Pvt., Ltd., 2003.
12. Greenstein, "Electronic Commerce", Tata Mc-Graw Hill Pvt., Ltd., 2000.
13. Ravi Kalakota and Andrew B. Whinston, "Frontiers of Electronic Commerce", Addison Wisely 1996.
14. Pete Loshin, Paul A. Murphy, "Electronic Commerce", 2<sup>nd</sup> Edition, Jaico Publishers, 1996.
15. David Whiteley, "e-Commerce: Strategy, Technologies and Applications", McGraw Hill, 2000.
16. Norman Sadeh, "M-Commerce: Technologies, Services, and Business Models", Wiley, 2002.

**Term Work:**

Term work shall consist of at least 10 experiments covering all topics and one written test.

Distribution of marks for term work shall be as follows:

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| 1. Laboratory work (Experiments and Journal) | 15 Marks |
| 2. Test (at least one)                       | 10 Marks |

The final certification and acceptance of TW ensures the satisfactory Performance of laboratory Work and Minimum Passing in the term work.

**Suggested Experiment list**

Case study can be given to a group of maximum three students. Students can conduct the literature survey on it and design and develop the small system which will be useful to health care department.