

Mobile and E-Commerce

B.E. Sem. VIII [INFT]

(Elective – II)

EVALUATION SYSTEM

	Time	Marks
Theory Exam	3 Hrs.	100
Practical Exam	–	–
Oral Exam	–	25
Term Work	–	25

SYLLABUS

- **Prerequisite:** Wireless Networks.
 - **Objective:** 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.

Reference Books:

1. E-Business and E-Commerce Management, Third Edition, 2009 (*Dave Chaffey*) Pearson Education.
2. E-Commerce Fundamental and Applications, (*Henry Chan, Raymod Lee and etl.*) Wiley.
3. Mobile Commerce: Technology, Theory and Applications, (*Brian Mennecke and Troy Strader*) Idea Group, 2003.
4. Mobile Commerce Applications, (*Nansi Shi*) IGI Global, 2004.
5. Electronic Commerce, Seventh Edition, (*Gary P. Schneider*) CENGAGE Learning India Pvt. Ltd., New Delhi.
6. E-Commerce, 2nd Edition, (*K. K. Bajaj, D. Nag*) McGraw Hill Education, New Delhi
7. E-Commerce an Indian Perspective, (*P. T. Joseph*) PHI Publication, New Delhi.
8. Electronic Commerce-Technology and Application, (*Bhaskar Bharat*) McGraw Hill Education, New Delhi
9. Enterprise Resource Planning, 2005, (*Mary Sumner*) PHI Learning India Pvt. Ltd. / Pearson Education, Inc. New Delhi.
10. E-Commerce fundamentals and Applications, (*Chan*) Wiley India, New Delhi.
11. Electronic Commerce, 4th Edition, (*Pete Loshin*) Firewall media, An imprint of laxmi publications Pvt. Ltd., New Delhi, 2004.
12. Introduction to E-Commerce, 2nd Edition, (*Jeffrey F. Rayport and Bernard J. Jaworski*) Tata McGraw Hill Pvt., Ltd., 2003.
13. Electronic Commerce (*Greenstein*) Tata Mc-Graw Hill Pvt., Ltd., 2000.
14. Frontiers of Electronic Commerce, (*Ravi Kalakota and Andrew B. Whinston*) Addison Wisely 1996.
15. Electronic Commerce, 2nd Edition, (*Pete Loshin, Paul A. Murphy*) Jaico Publishers, 1996.
16. e-Commerce: Strategy, Technologies and Applications, (*David Whiteley*) McGraw Hill, 2000.
17. M-Commerce: Technologies, Services, and Business Models (*Norman Sadeh*) Wiley, 2002.

