

ITC 311: E-Commerce

Credits: 3
Lecture Hours: 48

Course Objectives

This module aims to provide the students with the theoretical background of e-commerce and its applications in business.

Course Description

Introduction to E-Commerce, E-Commerce Terminology, Internet marketing. The Network Infrastructure for E-Commerce, Electronic Data Interchange, Network Security and Measures, Electronic Payment System, Internet Marketing Basics, E-environment

Course Details

Unit 1: Introduction to E-Commerce LH 8

E-Commerce Vs Traditional Commerce, E-Commerce Terminologies and Fundamentals, E-Commerce Framework, Elements of E-Commerce Application, Benefits and Limitation of E-Commerce, m-commerce, Types of ecommerce: B2B, B2C, C2C.

Unit 2: The Network Infrastructure for E-Commerce LH 7

Introduction to Information Superhighway (I-Way), Components of the I-Way, Internet as a network infrastructure, Intranet, Extranet, Software Agents (Static and Dynamic), ADSL, Wi-Fi, Wide Area Wireless, UMTS (3G), LTE (4G), Bluetooth

Unit 3: Electronic Data Interchange (EDI) LH 5

Basic Concepts, Type of Data to be interchanged, EDI Vs. E-mail, EDI Benefits, How EDI works, EDI Application in various field, Security and Privacy issues of EDI, EDI for E-Commerce.

Unit 4: Network Security LH 8

Introduction, Data and message Security, Reasons for data and message security, Firewalls and its Types, Antivirus, Data and Message Security (Secret Key Cryptography, Public Key Cryptography), Digital Signature, Digital Certificate, Certificate Authority, Third Party Authentication, SSL, VPN, SET.

Unit 5: Electronic Payment System LH 5

Introduction (Requirement, Risk), Credit Card (working, benefits and limitations), Digital Wallet (eSewa) Online Banking facilities in Banks of Nepal

Unit 6: Internet (online) Marketing Basics LH 8

Introduction, Difference between Internet Marketing (online) and offline Marketing, Tools for online Marketing: Search Engines, Social Media Marketing, Email Marketing, Issues with online marketing

Unit 7: E-environment LH 7

Introduction, Social and Legal Factors, Economic and Competitive forces, Political Factors, Technology innovation and technology Assessment

References

Andrew B. Whinston and Ravi Kalakota, "*Frontiers of Electronic Commerce*", Pearson 1996, ISBN 81-7808-357-5

Kenneth C. Laudon, Carol G. Traver, "*E-Commerce Business, Technology, Society*", Pearson

P.T. Joseph, "*E-Commerce A Managerial Perspective*", PHI 2002, ISBN 81-203-2089-1

Dave Chaffey, "E-business and E-commerce Management", Fourth Edition or Higher, Prentice Hall,