

**Course Objective: To acquaint students with the emerging technology concepts of e-commerce, e-marketing and cyber laws.**

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**Block-1 Internet and Technology for Online Business**

- Unit-1 History of E- Commerce
- Unit-2 Internet and Introductory Issues
- Unit-3 Concepts, Dimension and Performance of E-Commerce
- Unit-4 Planning Online Business
- Unit-5 Technology for Online Business

**Block-2 E-Commerce and Security for E-Commerce**

- Unit-6 Developing An E-Commerce Strategy
- Unit-7 Business Models for E-Commerce
- Unit-8 Websites Designing and Performance
- Unit-9 Security for E-Commerce

**Block-3 Electronic Payment Systems and Mobile Commerce**

- Unit-10 Electronic Payment Systems
- Unit-11 E-Commerce Marketing Concepts
- Unit-12 Electronic Service Delivery and Mobile Commerce
- Unit-13 Enabling Technologies of the World Wide Web

**Block-4 E-Supply Chain Management and Legal and Ethical Issue**

- Unit-14 E-Customer Relationship Management (e-CRM) & E-Supply Chain Management (e-SCM)
- Unit-15 Legal and Ethical Issue
- Unit-16 Cyber Crime and Internet Security Concepts
- Unit-17 IT ACT 2000 and UNICITRAL Law, Electronic Commerce Act

**Suggested Readings:**

1. E-Business : Kalakota and Robinson.
2. E- Commerce : Diwan and Sharma.
3. Internet Marketing, E-Commerce and Cyber Laws : Thakur and Narayan.
4. Technology Management: Peter Drucker.
5. E-Commerce: Bajaj and Nag.
6. IT Act of India