

# **E-Business**

## **Syllabus**

### **Unit 1. E-commerce**

#### 1.1 Introduction

1.1.1. Meaning

1.1.2. Definition

1.1.3. History of E-commerce

1.1.4. Comparison of traditional commerce and e-commerce

#### 1.2. Models of E-commerce

1.2.1. Business-to-Business (B2B) model

1.2.2. Business-to-Consumer (B2C) model

1.2.3. Consumer-to-Consumer (C2C) model

1.2.4. Consumer-to-Business (C2B) model

#### 1.3. Advantages/ Disadvantages

1.3.1. Advantages of e-commerce

1.3.2. Progress of e-commerce

1.3.3. Acceptance of e-commerce

1.3.4. Disadvantages of e-commerce

#### 1.4. Transaction Process In e-commerce

1.4.1. Transaction Process In e-commerce

1.4.2. Example of online book purchasing

#### 1.5. Creation of online storefront

1.5.1. Suggestions for designers

1.5.2. Structured Suggestions for creation of online storefront

1.5.3. things to avoid in e-commerce

#### 1.6. Review Questions.

### **Unit 2. E-Business**

2.1. Introduction

2.2. Definition

2.3. Business Process

2.4. Moving e-commerce to e-business,

2.5. E- Business Models,

2.6. Advantages and Disadvantages,

- 2.7. Reasons for going online business,
- 2.8. E-Business and its Solutions,
- 2.9. Business benefits
  - 2.9.1. Business benefits from e-commerce,
  - 2.9.2. e –business and e-commerce comparison)
- 2.10. Review Questions

### **Unit 3. Online Business with technology & Internet Security**

- 3.1 Online Business with technology
  - 3.1.1. Internet, Intranet, Extranet, Internet Protocols
  - 3.1.2. BPR
- 3.2. Internet Security
  - 3.2.1. Privacy on the Internet
  - 3.2.2. Security Strategy
  - 3.2.3. IT Act 2000(14 countries included IT act ):
    - 3.2.3.1. Issue of Computer Access
      - 3.2.3.2. Hacking & cracking
      - 3.2.3.3. Software /Hardware Piracy
  - 3.2.4. Cryptography
  - 3.2.5. Virus
  - 3.2.6. Client Based and Server based Security
  - 3.2.7. Biometrics
  - 3.2.8. Useful Web Addresses
- 3.3. Review Questions

### **Unit 4. E-commerce Applications: Issues and Prospects**

- 4.1. Buying and paying online
- 4.2. Electronic Payment
- 4.3. E-banking, E-tailing
- 4.4 ATM
- 4.5. Security in e-commerce,
- 4.6. Importance of e-commerce to SME's in developing Countries
- 4.7. Role of government in e-commerce

## **Unit 5. E-business with CRM, Call center, & BPO**

### **5.1. CRM**

5.1.1. Introduction to CRM

5.1.2. Role of CRM

5.1.3. Importance of CRM

### **5.2. Call Center**

5.2.1. Introduction

5.2.2. Need of Call Center

5.2.3. Tasks Handled

5.2.4. Mode of Operation

5.2.5. Equipments for call center

5.2.6. Types of Call Center

5.2.7. Strengths and Weaknesses of Call Center

### **5.3. BPO**

5.3.1. Introduction

5.3.2. Outsourcing

5.3.3. BPO

5.3.4. Case Study of BPO

\* Wipro Spectra mind Service Delivery Model

## **Unit 6. E-business and SCM & Data Warehousing**

6.1. Introduction

6.2. E-business to improve supply chain

6.3. SCM & e-business

6.4. e-logistics

6.5. Data Warehousing for e-business

6.5.1. Introduction to Data Warehousing

6.5.2. Data Mining

6.5.3. OLTP & OLAP

## **Unit 7. Case Study**

7.1. A Case of Creative Positioning of an E-Business Strategy

7.2. Operational Excellence at Dell Computers

**Books Referred:**

1) E-commerce ---- C.V. S. Murthy

2) E-Business ---- Daniel Amor