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Course Contents / Syllabus:

4 Module I: E-Commerce: Foundation 20%

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? Introduction to E-Commerce

? E-Commerce vs E-Business

- ? Advantages and Limitations of the field
- ? E-Commerce framework
- ? Impact of E-Commerce
- ? Role of E-Business and their challenges
- 5 Module II : Internet Architecture and ISPs 20%
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- ? Internet Architecture: Server and types of server
- ? Role of Internet Service Provider
- ? Types of Service Provider
- ? Selecting an ISP
- ? Selecting and Registering your Domain Name
- 6 Module III: e- Banking and e-Marketing 20%
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- ? Internet Banking, Changing dynamics in banking industry
- ? Internet Marketing, Online Marketing vs Offline Marketing
- ? Challenges of Internet Marketing
- 7 Module IV: Models of e-Commerce and Network 20%
- Weightage
- ? e-Business- Characteristics
- ? Models of B2B EC
- ? Electronic Data Interchange
- ? The Network- Internet, Intranet and Extranet
- ? Use of Virtual Private Network
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- ? Encryption Techniques, Digital Signature

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