Course Code	Course Title	C	H	I	E	T
17P3KMC14	**Internet and E- Commerce**	4	75	25	75	100

Learning Objectives

- To know the concept of internet and models of E Commerce and its applications
- To familiarize with Electronic Funds Transfer with security
- To have knowledge on Mobile Commerce and E Marketing and their applications.

Learning Outcomes: Application knowledge on internet and e commerce activities. Ability to transact through m commerce and e marketing

Unit – I Introduction to Net works and Internet

Introduction - Types of Net works – Advantages – Disadvantages – Topology – Protocol – Types of Transmission – Characteristics –Modem – Types of Modem – ISDN.

Workings of Internet – Transmission – Utilisation – Access. Basic Requirements for Internet connection – TCP CIP Protocol – FTP, HTTP Protocols.

Unit – II World Wide Web & Services

 World Wide Web: Web Sites – Pages – Browsing web index – Search Engine – Browsers. HTML – Creating small HTML Programmes.

Services E- Mail – Mail Service Managing mails – File attachments – E- Commerce – Effective Transaction recorder – On Line Shopping – Video Conferencing.

Unit – III E-Commerce

Definition of Electronic Commerce – E-Commerce and Traditional Commerce – Advantages of E-Commerce – Business, Consumers, Society and Nation – E-Business and E-Commerce – Need for E-business – Factors stressing the need for E-business – Classification of E-Commerce.

Unit – IV E-Marketing & M-Commerce

Meaning – Advantages – E-Customers Relationship Management (E-CRM) – Advantages of using technologies for providing customer support – Phases of E-CRM – Features of E-CRM Software – E-CRM Work Model.

Mobile Commerce (M-Commerce) - Factors drive M-Commerce - Difference between E-Commerce and M-Commerce - Growth of M-Commerce in India - Applications of M-Commerce.

Unit – V Electronic Fund Transfer

 Meaning – Benefits of Electronic Payment –Popular Electronic Payment Methods – Financial EDI – Credit Card System on the Internet – Components of Online Credit Processing Security Requirements in E- Payment Systems – Key Security Schemes – Secret Key Cryptography – Public Key Cryptography – Digital Signature.

Books for Study

Dr. K. Abirami Devi & Dr. M. Alagammai, *E-Commerce*, Margham Publication, Chennai.

Books for Reference

1. Nidhi Dhawan, E-Commerce Concepts and Applications, International Book House Pvt. Ltd. New Delhi.

2. S.V. Srinivasan, E-Commerce, Vijay Nicole Imprints Pvt. Ltd. Chennai.

3. Harley Hahu, *The Internet – Complete Reference,* TMH Limited.

4. www.investopedia.com