

**B. Sc. (IT) Part II Semester -III**  
**Paper V**  
**E-Commerce**

**UNIT - I :**

Introduction to e-Commerce, Scope of electronic commerce, definition, e-Commerce and Trade Cycle, e- Markets, Internet e-Commerce in perspective. Value chain, Supply chain, Porters value chain model, Inter organizational value chains.

**UNIT - II :**

Business strategy in electronic age: Competitive advantages, Strategy, Porters model, First Movers advantages, Advantages using e-Commerce. Introduction to business strategy, Strategic implications of IT, Technology, Business environment, Business capability, Existing business strategy, Strategy formulation and implementation planning, e-Commerce implementation, e-Commerce evaluation.

**UNIT - III :**

Business to Business e-Commerce: Inter organizational transactions, The credit transaction trade cycle, A variety of transaction, Pens and things, Electronics Market, Usage of e-Market, Advantages and disadvantages of e-Market, Future of e-Market, EDI, introduction, EDI and Business.

**UNIT - IV :**

Business to Consumer Electronic Commerce: Consumer trade transaction, Internet e-Commerce, e-Shop, Other e-Commerce technologies, Advantages and disadvantages of consumer e-Commerce. Elements of e-Commerce: elements, e-Visibility, e-Shop, Online payments, Internet e-Commerce security.