

MBA II Year	MBA-E318/418		Semester-III/IV		
	E-Business				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	03	40

OBJECTIVE: The key to competing in the digital economy is business model innovation that exploits the power of business webs. Information Technology (IT) is becoming the main driving force in every sector of the Indian economy. To manage public affairs for the benefit of the citizens, the Governments at the National, State and local levels, are increasingly adopting e.Government technologies in public service delivery.

- Electronic Commerce. Technology and prospects, Introduction, Economic Potential, Incentive and Mechanics of E.commerce, Internet Commerce architecture. **(8 hours)**
- Internet based E.commerce Issues problems and prospects. E.commerce and Internet, benefits of Internet for E.commerce, Impediments & issues, Development of Technology of EDI, Internet & the WWW. **Case Study1:** m-Junction. **(8 hours)**
- Overview of e.Government and e.Governance, National Egovernance Plan (NeGP), e.Governance Project Management Practices, Models of e.Governance Projects. **(8 hours)**
- Payment Systems & Security . Role of Payment, Real world Payment Systems, Smart Cards, On line Credit Card Payment, Electronic Cheques and Funds, Transfer Security Design, EDI Security Concept, Security Mechanisms, Internet Security, Achieving Application Security, Authentication. **Case Study 2:**E-commerce capabilities of a Ghanaian used car retailer **(8 hours)**
- E.Commerce Issues & Opportunities in Implementation and Role of Government . Commercial Issues, Infrastructure Issues, Social and cultural issues, Role of Govt. and Policy Recommendations, Overview of TCP/IP Protocol, Information Technology Act 2000 and Emerging trends in E-Commerce. **(8 hours)**

SUGGESTED READINGS:

1. Bagga, R.K. & Gupta P. (2009). *Transforming Government: e.Governance Initiatives in India*, ICFAI Press, Hyderabad
2. Diwan, Parag & Sharma, Sushil (2005). *E-commerce. A Manger's Guide to E.Business*, Excel Books, Delhi.
3. Forouzan, B. A.(2007). *Cryptography And Network Security*.Tata McGraw Hill,New Delhi.
4. Gupta, M.P., Kumar P., & Bhattacharya, J.(2004). *Government Online*, 2004, Tata McGraw.Hill,New Delhi.