

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR	L	T	P	C
MBA III Semester	4	0	0	4

(17E00307) MOBILE COMMERCE
(Elective I)

Objective: The objective of the course is to describe M-commerce system concepts ,to critically analyze examples and cases of M-commerce systems and to examine some of the applications in M-commerce

1. Current Status and Future Trends in Mobile Commerce, Technology Issues in Mobile Commerce, Mobile Commerce Systems, Mobile Ecommerce on Mobile Phones, Technologically advanced handheld devices, like Smart phones, PDAs, Laptops, Tablets and Portable gaming consoles etc.
2. Transactional Database Accesses for M-Commerce Clients, Techniques to facilitate Information Exchange in Mobile Commerce, Information System and Application Issues in Mobile Commerce, The emergence of Location based Mobile Commerce, The need for Mobile based Approaches
3. Managing the Interactions Between Handheld Devices Mobile Applications and Users, Mobile Commerce and Usability, a Landscape Analysis,
4. Mobile marketing, mobile ticketing, mobile computing, mobile payments and mobile banking vis-a-vis latest technologies (wireless and mobile communication technology, digital cellular technology, mobile access technology and 4G and 5G systems
5. Configuring M-Commerce Portals for Business Success, Knowledge Management in a Mobile Computing Context, Multimedia Messaging Peer Mobile Financial Services, Mobile Banking – A Strategic Assessment, Service for Mobile Commerce Applications, Quality of Perception in M Commerce

Text Book:

- Advances in Mobile Commerce Technologies, EE-Peng Lim, KengSiau, Idea Group of Publishing

Reference Books:

- Mobile Commerce Applications, Shi, Nansi, Idea Group of Publishing
- Mobile Commerce, KarabiBandyopadhyay, PHI