JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

MBA IV Semester	L	T	P	C
	4	0	0	4

(17E00402)   E-BUSINESS

Objective : The course imparts undertaking of the concepts and various application issues of e-business like Internet infrastructure, security over internet, payment systems and various online strategies for e-business.

1. **Introduction to e-business** : Electronic business, Electronic commerce, difference between e-business & e-commerce,electronic commerce models,types of electronic commerce,value chains in electronic commerce,E-commerce in India, internet,web based tools for electronic commerce.Electronic data, Interchange, components of electronic data interchange, electronic data interchange process.
2. **Security threats to e- business**: Security overview, Electronic commerce threats, Encryption, Cryptography, public key and private key Cryptography digital signatures, digital certificates, security protocols over public networks : HTTP, SSL,Firewall as security control, public key infrastructure (PKI) For Security.
3. **Electronic payment system** : Concept of money, electronic payment systems, types of electronic payment systems,smart cards and electronic payment systems, infrastructure issues in EPS, Electronic fund transfer.
4. **E-business applications and strategies** : Business models & revenue models over internet, emerging trends in e- businesse- governance,digitalcommerce,mobile commerce, strategies for business over web,internet based business models.
5. **E –business infrastructure and e- marketing** : Hard works system software infrastructure,ISP's, managing e-business applications infrastructure, what is e-marketing, e-marketing planning, tactics, strategies.

Text books:
- Dave chaffey :e-business & e-commerce management- Pearson.
- e- commerce- e-business :Dr.C.S.Rayudu, Himalaya.

References :
- Whitley, David (2000) ,e-commerce strategy,Technologies and applications.TMH.
- Schneider Gary P.and Perry, James T(1ST edition 2000) Electronic commerce, Thomson Learning.
- Bajaj, Kamlesh K and Nag, Debjani (1st edition 1999) ,e- commerce, The cutting edge of business,TMH Publishing company