## IT 705 Elective –II (IT- 721- E-Commerce and Governance)

**Unit I:** Introduction to e-commerce: History of e-commerce, e-business models B2B, B2C, C2C, C2B, legal; environment of e-commerce, ethical issues, electronic data interchange, value chain and supply chain, advantages and disadvantages of e-commerce.

**Unit II:** Electronic Payment Systems: Credit cards, debit cards, smart cards, e-credit accounts, e-money, Marketing on the web, marketing strategies, advertising on the web, customer service and support, introduction to m-commerce, case study: e-commerce in passenger air transport.

**Unit III:** E-Government, theoretical background of e-governance, issues in e-governance applications, evolution of e-governance, its scope and content, benefits and reasons for the introduction of e-governance, e-governance models- broadcasting, critical flow, comparative analysis, mobilization and lobbying, interactive services / G2C2G.

**Unit IV:** E-readiness, e-government readiness, E- Framework, step & issues, application of data warehousing and data mining in e-government, Case studies: NICNET-role of nation wide networking in egovernance, e-seva.

**Unit V:** E-Government systems security: Challenges and approach to e-government security, security concern in e-commerce, security for server computers, communication channel security, security for client computers.

**References:-**
- Gary P. Schneider, "E-commerce", Cengage Learning India.
- C.S.R. Prabhu, "E-governence: concept and case study", PHI Learning Private Limited.
- V. Rajaraman, "Essentials of E-Commerce Technology", PHI Learning Private Limited.
- David Whiteley, "E-commerce study , technology and applications", TMH.
- J. Satyanarayan, "E-government: The science of the possible", PHI Learning Private Limited.
- P.T. Joseph, "E-Commerce An Indian Perspective", PHI Learning Private Limited.
- Hanson and Kalyanam, "E-Commerce and Web Marketing", Cengage Learning India.