Objective:
The objective of this course is to provide the student with an understanding of the relationships between commerce and electronics. To acquire an understanding of the opportunities and leading edge practice in electronic shopping and electronic distribution.

Unit - I: Introduction to e-Commerce and E-Marketplaces

Unit - II: Business-to-Business e-Commerce

Unit - III: Other EC Models and Applications

Unit - IV: EC Support Services

Unit - V: EC Strategy and Implementation

Suggested Readings:
1. Electronic Commerce – Efraim Turban, Jae Kyu Lee, Dave King, Judy McKay, Peter Mershall