



**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR**  
(Established by Govt. of A.P., ACT No.30 of 2008)  
ANANTHAPURAMU – 515 002 (A.P) INDIA

**MASTER OF BUSINESS ADMINISTRATION**  
**MBA; MBA (General Management); MBA (Business Management)**  
**COMMON COURSE STRUCTURE & SYLLABI**

Course Code	General Elective – I	L	T	P	C
21E00207b	E-BUSINESS	2	0	0	2
	Semester	II			
<b>Course Objective :</b>					
<ul style="list-style-type: none"> <li>• To impart the concepts and various application issues of e-business and various online strategies for e-business.</li> <li>• To explain various electronic payment systems.</li> </ul>					
<b>Course Outcomes (CO):</b> Student will be able to					
<ul style="list-style-type: none"> <li>• Understand electronic business and related concepts in detail.</li> <li>• Identify security threat in e-business and steps, methods to overcome security issues.</li> <li>• Know various electronic payment system and business models in the present technology business world.</li> <li>• Know the e-business infrastructure requirements for e-business.</li> </ul>					
<b>UNIT - I</b>		Lecture Hrs: 6			
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.					
<b>UNIT - II</b>		Lecture Hrs: 6			
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.					
<b>UNIT - III</b>		Lecture Hrs: 6			
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.					
<b>UNIT - IV</b>		Lecture Hrs: 4			
E-business applications and strategies : Business models & revenue models, over internet, emerging trends in e- business- governance, digital commerce, mobile commerce, strategies for business over web, internet based business models.					
<b>UNIT - V</b>		Lecture Hrs: 6			
<b>E –business infrastructure and e- marketing</b> : Hard works system software infrastructure, ISP's, managing e-business applications infrastructure, what is e- marketing, e-marketing planning, tactics, strategies.					
<b>Textbooks:</b>					
<ol style="list-style-type: none"> <li>1. Dave chaffey :e-business &amp; e-commerce management- Pearson.</li> <li>2. E- commerce- e-business :Dr.C.S.Rayudu, Himalaya.</li> </ol>					
<b>Reference Books:</b>					
<ol style="list-style-type: none"> <li>1. Whitley, David (2000) ,e-commerce strategy, Technologies and applications. TMH.</li> <li>2. Schneider Gary P. and Perry, James T (1<sup>ST</sup> edition 2000) Electronic commerce, Thomson Learning.</li> <li>3. Bajaj, Kamlesh K and Nag, Debjani (1<sup>ST</sup> edition 1999) ,e-commerce, The cutting edge of business, TMH Publishing company</li> </ol>					
<b>Online Learning Resources:</b>					
<a href="https://onlinecourses.nptel.ac.in/noc19_mg54/preview">https://onlinecourses.nptel.ac.in/noc19_mg54/preview</a> <a href="https://www.classcentral.com/course/swayam-e-business-14018">https://www.classcentral.com/course/swayam-e-business-14018</a>					