

**COURSE NO: THMC-106**

**TITLE: E- COMMERCE AND ITS APPLICATIONS IN TOURISM**

**TOTAL CONTACT HOURS:**

**60 (HOURS)**

Objectives of the Course: This course is designed to give students an overall knowledge of e-commerce and its technologies as well as designing a web page.

Module 1: E-commerce Overview (15 Hours)

- a) Fundamentals of E-commerce: Definition- features- need and essential requirements- parties to e-commerce transactions – standards- procedures
- b) E-commerce and trade cycle
- c) How to build E-commerce system
- d) E-commerce over internet- internet concepts- private network- public network-(VPN)- Intranet and its applications- Extranet- webpage

Module 2: Strategy in an Electronic age (15 Hours)

- a) Value chain
- b) Competitive advantage
- c) Business Strategy

Module 3: Ecommerce and types (15 Hours)

- a) Inter organizational E-commerce: Inter organizational transaction- online purchase- after sales online- internet trading relationship- B2B-EDI and its impact on Business-B2C
- b) Intra organizational E-commerce- Workflow management- supply chain management

Module 4: E-commerce issues and solutions (15 Hours)

- a) Security and threats
- b) Encryption
- c) Cryptography and authentication

Recommended Reading list:

1. Rayadu, C. S.(2009): *E-Commerce E-Buisness*, Himalaya Pub. House, Mumbai.
2. Whiteley, David (2011): *E-Commerce - Strategy Technologies and Applications*, Tata McGraw Hill, N. Delhi.
3. Daniel, Amor (1999): *The E-Business Evolution (living and working in an interconnected world)*, Prentice Hall.
4. Schneider, Gary P & Perry James T(2012): *Electronic Commerce*, Thomson Learning, Australia.