

Detailed Syllabus-Sem: 3rd & 4th Group C
Elective-III (E-Commerce, M-Commerce and Network Security) Code: MT 23C
Unit 1

Introduction: Electronic Commerce - Technology and Prospects, Definition of E- Commerce, Economic potential of electronic commerce, Incentives for engaging in electronic commerce, forces behind E-Commerce, Advantages and Disadvantages, Architectural framework, Impact of E-commerce on business.

Network Infrastructure for E- Commerce: Internet and Intranet based E-commerce- Issues, problems and prospects, Network Infrastructure, Network Access Equipments, Broadband telecommunication (ATM, ISDN, FRAME RELAY).

Unit II

Mobile Commerce (M-Commerce): Introduction to m-commerce :Emerging applications, different players in m-commerce, m-commerce life cycle, Mobile financial services, mobile entertainment services, and proactive service management,

Management of mobile commerce services :

Content development and distribution to hand-held devices, content caching, pricing of mobile commerce services

The emerging issues in mobile commerce : The role of emerging wirelessLANs and 3G/4G wireless networks, personalized content management, implementation challenges in m-commerce, futuristic m-commerce services

Unit III

Web Security: Security Issues on web, Importance of Firewall, components of Firewall, Transaction security, Emerging client server, Security Threats, *Network Security*, Factors to consider in Firewall design, Limitation of Firewalls.

Unit IV

Encryption: Encryption techniques, Symmetric Encryption- Keys and data encryption standard, Triple encryption, Asymmetric encryption- Secret key encryption, public and private pair key encryption, Digital Signatures, Virtual Private Network.

Elective-III (Network Programming) Code: MT 24C

Unit 1 : Active X Scripting : Overview of Active X Scripting – Java Scripting – Stand-Alone Scripts – Active X Controls – Creating Active X Controls.

Unit 2 : Active X Documents : - Introduction – Active X Document Architecture – Creating Active X Documents

Unit 3 : URL Monickers – Hyper linking – Hyperlink Interface – Working with URL Monickers - Overview of ISAPI – ISPAI Extension – ISAPI Filter

Unit 4 : Designing IIS Applications – Building IIS Applications – Building Data Driven-DHTML Applications - Active X Documents – Technology – Migration Wizard – Modifying Code – Launching and Testing Document – Testing the DLL.

Reference Books :
 1. Visual C++ from ground up by John Paul Muller, TMH.
 2. Visual Basic 6 Complete Reference by Noel Jerke, TMH.

Detailed Syllabus-Sem: 3rd & 4th Group C**Elective-III (Wireless and Mobile Network) Code: MT 31C****UNIT I PHYSICAL AND WIRELESS MAC LAYER ALTERNATIVES**

Wired transmission techniques: design of wireless modems, power efficiency, out of band radiation, applied wireless transmission techniques, short distance base band transmission, VWB pulse transmission, broad Modems for higher speeds, diversity and smart receiving techniques, random access for data oriented networks, integration of voice and data traffic.

UNIT II WIRELESS NETWORK PLANNING AND OPERATION

Wireless networks topologies, cellular topology, cell fundamentals signal to interference ratio calculation, capacity expansion techniques, cell splitting, use of directional antennas for cell sectoring, micro cell method, overload cells, channels allocation techniques and capacity expansion FCA, channel borrowing techniques, DCA, mobility management, radio resources and power management securities in wireless networks.

UNIT III WIRELESS WAN

Mechanism to support a mobile environment, communication in the infrastructure, IS-95 CDMA forward channel, IS – 95 CDMA reverse channel, pallert and frame formats in IS – 95, IMT – 2000; forward channel in W-CDMA and CDMA 2000, reverse channels in W-CDMA and CDMA-2000, GPRS and higher data rates, short messaging service in GPRS mobile application protocols.

UNIT IV WIRELESS LAN

Historical overviews of the LAN industry, evolution of the WLAN industry, wireless home networking, IEEE 802.11. The PHY Layer, MAC Layer, wireless ATM, HYPER LAN, HYPER LAN – 2.

WPAN AND GEOLOCATION SYSTEMS

IEEE 802.15 WPAN, Home RF, Bluetooth, interface between Bluetooth and 802.11, wireless geolocation technologies for wireless geolocation, geolocation standards for E.911 service.

TEXT BOOKS

1. Kaveh Pahlavan, Prashant Krishnamoorthy, Principles of Wireless Networks, - A united approach - Pearson Education, 2002.

REFERENCES

1. Jochen Schiller, Mobile Communications, Person Education – 2003, 2nd Edn.
2. X.Wang and H.V.Poor, Wireless Communication Systems, Pearson education, 2004.
3. M.Mallick, Mobile and Wireless design essentials, Wiley Publishing Inc. 2003.
4. P.Nicopolitidis, M.S.Obaidat, G.I. papadimitria, A.S. Pomportsis, Wireless Networks, John Wiley & Sons, 2003.

Detailed Syllabus-Sem: 3rd & 4th Group C
Subject: Elective-III (ERP & CRM)
Code: MT 32C
Unit-I The New Spin on Customer Loyalty

The Cost of Acquiring Customers, From Customer Acquisition to Customer Loyalty, to Optimizing the Customer Experience, How the Internet Changed the Rules, What's In a Name?, CRM and Business Intelligence, The Manager's Bottom Line

CRM in Marketing

From Product to Customer: A Marketing Retrospective, Campaign Management, CRM Marketing Initiatives, Cross-Selling and UP-Selling, Customer Retention, Behavior Prediction, Customer Profitability and Value Modeling, Channel Optimization, Personalization, Event-Based Marketing, Customer Privacy – One-to-One's Saboteur?, A Marketing Automation Checklist for Success

Sales Force Automation: The Cradle of CRM, Today's SFA, SFA and Mobile CRM, From Client/Server to the Web, SFA Goes Mobile, Field Force Automation, An SFA Checklist for Success

Unit-II CRM in E-Business

E-CRM Evolving, Multi channel CRM, CRM in B2B, Enterprise Resource Planning, Supply Chain Management, Supplier Relationship Management, Partner Relationship Management, An e-Business Checklist for Success, The Manager's Bottom Line

Analytical CRM

The Case for Integrated Data, A Single Version of the Customer Truth, CRM and the Data Warehouse, Enterprise CRM Comes Home to Roost, The Major Types of Data Analysis, OLAP, Where Theory Meets Practice : Data Mining in CRM, Click stream Analysis, Personalization and Collaborative Filtering, An Analysis Checklist for Success

Planning Your CRM Program

Defining CRM Success, Preparing the CRM Business Plan, Understanding Business Processes, BPR Redux: Modeling Customer Interactions, Analyzing Your Business Processes

Unit-III ERP – An Introduction

What is ERP, The Full Potential of ERP, What will ERP fix in my business?, Enterprise Systems Show Results
Related Costs

Will ERP fit the ways I do business?, What are the hidden costs of ERP?, Why do ERP projects fail so often?, How do I configure ERP software?

Organisation of ERP Projects

How do companies organize their ERP projects? How does ERP fit with e-commerce?

Unit-IV Benchmarking

Overview, The code of Conduct, Types of Benchmarking, Sources of Information, A Benchmarking Process

Business Process Reengineering

Purpose of this module, Continuous Process Improvement Model, Business Process Reengineering (BPR), Break-through Re-engineering Model

Reference Book:

- a) S Sadagopan, "ERP A Managerial Prospective" TMH
- b) Alexis Leon, "ERP Demystified", TMH
- c) Stanley A. Brown, "Customer Relationship Management- A Strategic Imperative in the World of e-Business"
- d) Jagdish N. Sheth, Atul Parvatiyar and G. Shainesh, "Customer Relationship Management", TMH

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These notes are only for guidance purposes and should not be used as substitutes of textbooks. The students are strictly advised to study prescribed textbooks comprehensively to develop thorough understanding of the subject.