

CA9171 MOBILE COMMERCE

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UNIT I ELECTRONIC COMMERCE 9

Traditional commerce and E commerce – Internet and WWW – Role of WWW – Value Chains – Strategic Business And Industry Value Chains – Role Of E Commerce. Packet Switched Networks – TCP/IP Protocol Script – Internet Utility Programmes – SGML, HTML And XML – Web Client And Servers – Web Client/Server Architecture – Intranet And Extranets – Web Based Tools For E Commerce – Security

UNIT II MOBILE COMMERCE 9

Introduction – Infrastructure Of M- Commerce – Types Of Mobile Commerce Services – Technologies Of Wireless Business – Benefits And Limitations, Support, Mobile Marketing & Advertisement, Non- Internet Applications In M- Commerce – Wireless/Wired Commerce Comparisons

UNIT III MOBILE COMMERCE: TECHNOLOGY 9

A Framework For The Study Of Mobile Commerce – NTT Docomo's I- Mode – Wireless Devices For Mobile Commerce – Towards A Classification Framework For Mobile Location Based Services – Wireless Personal And Local Area Networks –The Impact Of Technology Advances On Strategy Formulation In Mobile Communications Networks

UNIT IV MOBILE COMMERCE: THEORY AND APPLICATIONS 9

The Ecology Of Mobile Commerce – The Wireless Application Protocol – Mobile Business Services – Mobile Portal – Factors Influencing The Adoption Of Mobile Gaming Services – Mobile Data Technologies And Small Business Adoption And Diffusion – M-Commerce In The Automotive Industry – Location- Based Services: Criteria For Adoption And Solution Deployment – The Role Of Mobile Advertising In Building A Brand – M- Commerce Business Models

UNIT V BUSINESS- TO- BUSINESS MOBILE E- COMMERCE 9

Enterprise Enablement – Email And Messaging – Field Force Automation (Insurance, Real Estate, Maintenance, Healthcare) – Field Sales Support (Content Access, Inventory) – Asset Tracking And Maintenance/Management – Remote IT Support – Customer Retention (B2C Services, Financial, Special Deals) – Warehouse Automation – Security

TOTAL = 45

TEXT BOOKS:

1. Brian E. Mennecke, Troy J. Strader, "Mobile Commerce: Technology, Theory and Applications", Idea Group Inc., IRM press, 2003.
2. Ravi Kalakota, Andrew B. Whinston "Frontiers of Electronic Commerce", Pearson Education, 2003.

REFERENCES:

1. P. J. Louis, " M-Commerce Crash Course", McGraw- Hill Companies February 2001.
2. Paul May, "Mobile Commerce: Opportunities, Applications, and Technologies of Wireless Business" Cambridge University Press March 2001.