



MANGALORE UNIVERSITY
DEPARTMENT OF COMPUTER SCIENCE

CSE 516: MOBILE E-COMMERCE

Hours/Week: 4

Credits : 4

I.A. Marks: 30

Exam. Marks: 70

Course Outcomes:

- CO1. Describe the importance of IT enabled services and challenges.
- CO2. Identify strategic IT planning for software development.
- CO3. Recognize enterprise IT architecture for Information technology.
- CO4. Use of Information Technology so as to enable them for job in sunrise industries.
- CO5. Illustrate various IT web services for betterment of knowledge.
- CO6. Use their skills to find out various current IT trends in ITES.

UNIT-I

12 Hrs.

ELECTRONIC COMMERCE: 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. **MOBILE COMMERCE:** 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-II

12 Hrs.

MOBILE COMMERCE: TECHNOLOGY: 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-III

12 Hrs.

MOBILE COMMERCE: THEORY AND APPLICATIONS: 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 – E-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-IV

12 Hrs.

BUSINESS- TO- BUSINESS MOBILE E- COMMERCE: 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.

REFERENCE BOOKS:

1. E.Brian Mennecke, J.Troy Strader, “Mobile Commerce: Technology, Theory and Applications”, Idea Group Inc., IRM press, 2003.
2. Ravi Kalakota, B.Andrew Whinston, “Frontiers of Electronic Commerce”, Pearson Education, 2003.
3. P. J. Louis, “M-Commerce Crash Course”, McGraw- Hill Companies February 2001.
4. Paul May, “Mobile Commerce: Opportunities, Applications, and Technologies Of Wireless Business” Cambridge University Press March 2001.

