Multimedia and E-commerce
Code: BCA E501C
CONTACTS: 3L + 1 T
CREDITS: 4

Multimedia system design and development
Computer Systems in Electronic Business
Business Process Re-Engineering
Electronic commerce Policy and Theory
Supply Chain Management
Customer Relationship Management
International trading network & communication protocols
Electronic payment standards
E-Commerce strategy, Marketing and Business Processes

Books:
1. E-Commerce, P.T. Joseph, PHI
3. E-Commerce Mgmt.- Text & Cases, Krishnamurthy, VIKAS
4. Multimedia & Web Create, Coorough, VIKAS
5. Streaming Multimedia Bible with CD,Steve, Wiley Dreamtech
6. E-Commerce,Oka,EPH.
7. Beginning E-Commerce,Reynolds,SPD/WROX