

University of Pune

Subject Name: M-Commerce

Class: M.Comm (e-Commerce) Sem IV (404)

Unit No	Topic	No of Lectures	Reference Book
1	Introduction to M-Commerce 1.1 Introduction 1.2 Emerging Application 1.3 Different Players in M-Commerce 1.4 M -Commerce Life Cycle 1.5 Difference between M-commerce and E-commerce 1.6 Mobile financial services & Proactive Service Management.	08	1,2
2	Management Of Mobile Commerce Services 2.1 Content Development & Distribution to Handheld Services. 2.2 Content Catching. 2.3 Pricing of Mobile commerce Services the Emerging Issue in mobile commerce. 2.4 The role of Emerging Wireless LAN's & 3G/4G Wireless Network, Personalized Content Management.	10	1,2
3	Transaction database access for M-commerce Client 3.1 Database access in mobile environment 3.2 System architecture 3.3 Local database 3.4 Regional server 3.5 Base station server Supporting global transaction for mobile client- 3.6 Global transaction processing 3.7 Utilizing the consistent data broadcast 3.8 Mobile client disconnection & data reconciliation	10	1,2
4	Mobile commerce technology an overview Communication technology 4.1 GSM 4.2 GPRS & EDGE 4.3 VMTS 4.4 4GS 4.5 Bluetooth 4.6 WAP	10	1,2

	Information exchange Technology- 4.7 HTML 4.8 XML 4.9 WML 4.10SMS		
5	M-Commerce Application 5.1 Mobile ticketing. 5.2 Mobile voucher, coupons & loyalty cards. 5.3 Content purchase & delivery. 5.4 Location based services. 5.6 Information services. 5.7 Mobile banking. 5.8 Auctions. 5.9 Mobile purchase. 5.10 Mobile marketing & Advertising.	10	1,2

Reference Books:-

- 1) Nansi shi “Mobile Commerce Application”, IGI Global 2004.
- 2) Brian Mennecke & Troy Strader, “Mobile Commerce : Technology, Theory & Application”, Idea Group 2003.
- 3) Harold, Dory (2012). ["Theories of mobile commerce apps development"](#).
- 4) Wireless Devices for Mobile Commerce: User Interface Design and Usability, Peter Tarasewich (University of Massachusetts, Boston).
- 5) Mobile Portals: The Development of M-Commerce Gateways, Irvine Clarke & Theresa B. Flaherty (James Madison University).

