

Course Code	Course Name	Teaching Scheme (Hrs./Week)			Credits Assigned			
		Theory	Practical	Tutorial	Theory	Practical/Oral	Tutorial	Total
BEITC7053	E-Commerce and E-Business	04	02	---	04	01	---	05

Course Code	Course Name	Examination Scheme								
		Theory Marks					Term Work	Practical	Oral	Total
		Internal assessment			End Sem. Exam					
		Test 1	Test 2	Avg. of 2 Tests						
BEITC7053	E-Commerce and E-Business	20	20	20	80	25	---	25	150	

Course Objectives:

- To understand technical aspect of E-commerce and E-Business
- To describe the process of E-commerce and E-business
- To understand Infrastructure design issues of E-commerce

Course Outcomes:

Graduates will be able to design and conduct experiments, as well as analyze and interpret the technological, user, network requirements for developing the various modules of e commerce/business site, will be able to apply the knowledge gained and modern engineering tools in their application domain.

Pre requisites:

Internet Technologies, Database concepts, Internet Security, Middleware technologies, web services

DETAILED SYLLABUS:

Sr. No.	Module	Detailed Content	Hours
1	E – commerce :- Introduction to E commerce	Definition of e com , different types of e com , Examples of e com E commerce trade cycle , Advantages and disadvantages of ecom , Traditional commerce Vs E commerce	2
2	Overview of Hardware and software technologies for E com	Client side programming (Dream weaver , Front page) , Server side programming (PHP) , Database connectivity , session tracking , middleware technologies from e com perspective and security aspects wrt to e commerce, integration of web services	8
3	Payment System for e commerce	Traditional payment model , Characteristics of payment system, SET Protocol for credit card payment, E-cash, E-check, smart cards	8
4	E – Marketing Strategies	Value chain , Working of e – market , Transactions at e – market , Strategies for marketing for selling on the web – Advertising supported , advertising subscription mixed model , fee for transaction model Sales and Promotions Strategies for Purchasing and support activities	8
5	E business :- Introduction to e business	Definition of e business , Characteristics , elements of e business , e business roles , Impact of e business , challenges of e business , difference between e business , e commerce	4
6	Developing e business models	E- business structure , Evolution of e –business and its stages , E – business models , Characteristics of Internet based software and e business solutions	3
7	E-business strategies	Strategic planning process, SCM , CRM , ERP , procurement	7
8	Design and development of	a) Building an e commerce website. :- SDLC , system design , Issues involved in designing a	8

	<p>an business website</p>	<p>website , Prerequisites required for designing in – house website, steps involved in web site development , e-business and web site development solutions , security issues involved and analysing website traffic --- Case study</p> <p>b) Analysis and design – (Workflow management, process modelling , data modelling) , UI design , use case design , information architecture , security concerns</p>	
--	-----------------------------------	--	--

Text Books:

1. E-Commerce Fundamentals and application (Henry Chan) Wiley publication
2. Electronics Commerce (Gary Schneider) Thomson Course technology
3. E – Business , Parag Kulkarni , Sunita Jahirabadkar, Pradip Chande , Oxford Higher Education , Oxford University Press
4. E –business and E – commerce Management , Dave Chaffey , Pearson , 3rd edition
5. E commerce by Laudon

References:

1. E- Commerce Strategies, Technology and applications (David Whitley) Tata McGrawHill
2. Introduction to E-commerce Elias Awad

Term work:

Term work should include at least 8 experiments.

Journal must include at least 2 assignments.

Term work: - 25 marks (total) = 15 marks (experiments) + 5 marks (Assignments) + 5 marks (attendance – theory + Practical).

Oral exam will be based on the above syllabus.

Suggested Practical List (If Any):

Exp 1: All experiments should be part of final e-commerce / e business portal development

1. Home page design
2. Form validation (Ajax enabled)
3. Catalog design and Search techniques (Web mining , and Ajax enabled)
4. Access control mechanism (session management)
5. Payment systems
6. Security features
7. Creating Web Site to integrate web Services
8. Server side using Web Services

Exp 2: Case study of M commerce, bit coins, Google app engine, and other current e com / e business technologies

Theory Examination:

1. Question paper will comprise of 6 questions, each carrying 20 marks.
2. Total 4 questions need to be solved.
3. Q.1 will be compulsory, based on entire syllabus wherein sub questions of 2 to 3 marks will be asked.
4. Remaining question will be randomly selected from all the modules.

Weightage of marks should be proportional to number of hours assigned to each module.