



**C. U. Shah University, Wadhwan City**  
**Faculty of Computer Science**  
**Name of Program: Bachelor of Computer Application**  
**(BCA)**  
**Semester : V**  
**W.e.f. June-2015**  
**Teaching & Evaluation Scheme**

Sr. No	Subject Code	Subject Name	Teaching Hours/Week				Credits	Evaluation Scheme/Semester							
			Th	Tu	Pr	Total		Theory				Practical			Total Marks
								Sessional Exam		University Exam		Internal		Uni.	
								Marks	Hrs	Marks	Hrs	Pr	TW	Pr	
4	4CS05BEC1	E-Commerce	4	-	-	4	4	30	1.5	70	3	-	-	-	100

**Objectives:** To provide the understanding of the fundamentals of Ecommerce and E-business Technology.

**Prerequisites:** General awareness of Computer Applications and their components and Internet.

**Course outline:**

Sr. No.	Course Contents	Total Hours
1	<b>Introduction to E-Commerce &amp; Technology Infrastructure</b> Business models, Revenue models and business processes, Opportunities- nature of E-Commerce, Internet protocols, Web 2.0 and semantic web.	05
2	<b>E-Commerce to E-Business and Spotting Business Trends</b> Flexible business design, Definition of value, E-Business Communities, Customization and integration, E-Business.	05
3	<b>E-Commerce Terminology</b> Understanding of Concept and Terms Used in E-Commerce	02
4	<b>Architecture:</b> Business engineering, Customer Relationship Management.	04
5	<b>Environment of E-Commerce and Legal, Ethical and Tax Issues</b> Legal environment, Use and protection, Online crime, Terrorism and warfare, Ethical issue	05
6	<b>Selling on the Web, Revenue Models and Building a Web Presence</b> Revenue model, Revenue strategy issues, Usability.	04
7	<b>Marketing on the Web</b> Web marketing strategies, Communication, Segmentation, Advertisement, E-mail Marketing.	04
8	<b>Business to Business Strategy from Electronic Data Interchange to E-Commerce</b> Purchasing, Logistics and support activities, Electronic data interchange, EDI on Internet	04

9	<b>Online Auctions, Virtual Communities and Web Portals</b> Auction overview, Online auctions, Virtual communities and web portals.	04
10	<b>E-Commerce Software and Payment Systems</b> Web hosting alternatives, Basic and advance functions of e-commerce software, Software for small, Midsize and large businesses, Online payment basic, Payment cards, Electronic cash, Electronic wallets, Stored value cards, Internet technologies and Banking industry.	07

**Learning Outcomes:**

1. Students will be able to create conceptual models of various E-commerce Systems.
2. Students will be able to design and develop web pages to create online portal.

**Books Recommended:**

1. E-Business 2.0 Roadmap for Success, **Ravi Kalakota , Marcia Robinson**, Pearson education.
2. E-commerce, **Gary P. Schneider**, Cengage Learning.
3. Internet marketing and E-commerce, **Hanson and Kalyanam**, Cengage Learning.
4. E-commerce and E-business management, **Chaffey**, Pearson Education.
5. Frontiers of e-commerce, **Ravi Kalakota**, Pearson education.