



C.U.SHAH UNIVERSITY – WADHWANCITY

FACULTY OF TECHNOLOGY AND ENGINEERING DEPARTMENT OF INFORMATION TECHNOLOGY

B. TECH. SEMESTER: - IV

SUBJECT NAME: - E-commerce Technology (ECT) SUBJECT CODE: - 4TE04ECT1

Teaching & Evaluation Scheme:-

Subject Code	Subject Name	Teaching Scheme (Hours)				Credits	Evaluation Scheme							
		Th	Tu	Pr	Total		Theory				Practical (Marks)			Total
							Sessional Exam		University Exam		Internal		University	
							Marks	Hours	Marks	Hours	Pr/Viva	TW	Pr	
4TE04ECT1	E-commerce Technology	3	0	2	5	4	30	1.5	70	3.0	30	20	-	150

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	Introduction to E-Commerce & Technology Infrastructure: Business models, Revenue models and business processes, Opportunities- nature of ecommerce, Internet protocols, Web 2.0 and semantic web.	05
2	E-Commerce to E-Business and Spotting Business Trends: Flexible business design, Definition of value, E-Business Communities, Customization and integration, E-Business.	05
3	E-COMMERCE TERMINOLOGY Understanding of Concept and Terms Used in E-Commerce	02
4	Architecture: Business engineering, Customer Relationship Management.	04
5	Environment of E-Commerce and Legal, Ethical and Tax Issues Legal environment, Use and protection, Online crime, Terrorism and warfare, Ethical issue.	05
6	Selling on the Web, Revenue Models and Building a Web Presence: Revenue model, Revenue strategy issues, Usability.	04

7	Marketing on the Web: Web marketing strategies, Communication, Segmentation, Advertisement, E-mail marketing.	04
8	Business to Business Strategy from Electronic Data Interchange to E-Commerce: Purchasing, Logistics and support activities, Electronic data interchange, EDI on internet.	04
9	Online Auctions, Virtual Communities and Web Portals: Auction overview, Online auctions, Virtual communities and web portals.	04
10	E-Commerce Software and Payment Systems: 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.
6. E-Commerce & E-Business with JavaScript (2nd Edition) , **Mr. Avalik K. Ranpura and Dr. Kalpesh H. Wandra**, Akshat Publication.