

# GUJARAT TECHNOLOGICAL UNIVERSITY

## B. E. SEMESTER: V

### INFORMATION TECHNOLOGY

Subject Name: **E-Commerce & E-Business**

Subject Code: **151602**

Teaching Scheme				Evaluation Scheme		
Theory	Tutorial	Practical	Total	University Exam (Theory) (E)	Mid Sem Exam (Theory) (M)	Practical (I)
3	0	2	5	70	30	50

Sr. No.	Course Content
1.	<b>Introduction to E-Commerce &amp; Technology Infrastructure:</b> Business models, Revenue models and business processes, Opportunities- nature of e-commerce, Internet protocols, Internet2 and semantic web.
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.
3.	<b>Architecture:</b> Business engineering customer relationship management.
4.	<b>Digitizing the Business and Thinking E-Business Design:</b> E-channel pattern, E-portal pattern, E-market maker pattern, Self diagnosis.
5.	<b>Building the E-Business Backbone:</b> ERP , SCM
6.	<b>Business Process Model:</b> Customer centric business, Pre order, Point of order and post order customer support.
7.	<b>Environment of E-Commerce:</b> <b>Legal, Ethical and Tax Issues</b> Legal environment, Use and protection, Online crime, Terrorism and warfare, Ethical issue.
8.	<b>Selling on the Web, Revenue Models and Building a Web Presence:</b> Revenue model, Revenue strategy issues, Usability.
9.	<b>Marketing on the Web:</b> Web marketing strategy, Communication, Segmentation, Advertisement, E-mail marketing.
10.	<b>Business to Business Strategy from Electronic Data Interchange to E-Commerce:</b> Purchasing, Logistics and support activities, Electronic data interchange, EDI, on internet.

11.	<b>Online Auctions, Virtual Communities and Web Portals:</b> Auction overview, Online auctions, Virtual communities and web portals.
12.	<b>E-Commerce Softwares and Payment Systems:</b> Web hosting alternatives, Basic and advance functions of e-commerce softwares, Software for small, Mid size and large businesses, Online payment basic, Payment cards, Electronic cash, Electronic wallets, Stored value cards, Internet technologies and banking.

### Reference Books:

1. E-Business Roadmap for Success, Dr. Ravi Kalakota Marcia Robinson Addison Wesley.
2. E-commerce, Schneider, Cengage Learning.
3. E-commerce and web marketing, Hansom and Kalyanam, Cengage Learning.
4. E-business and e-commerce management, Chaffey, Pearson Education.
5. Frontiers of e-commerce, Ravi Kalakota, Pearson.