

# 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<br>(Theory)<br>(E) | Mid Sem Exam<br>(Theory)<br>(M) | Practical<br>(I) |
| 3               | 0        | 2         | 5     | 70                                 | 30                              | 50               |

| Sr. No. | Course Content   |
|---------|--|
| 1.      | <b>Introduction to E-Commerce &amp; Technology Infrastructure:</b><br>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><br>Flexible business design, Definition of value, E-Business Communities, Customization and integration, E-Business.                                 |
| 3.      | <b>Architecture:</b><br>Business engineering customer relationship management.   |
| 4.      | <b>Digitizing the Business and Thinking E-Business Design:</b><br>E-channel pattern, E-portal pattern, E-market maker pattern, Self diagnosis.   |
| 5.      | <b>Building the E-Business Backbone:</b><br>ERP , SCM  |
| 6.      | <b>Business Process Model:</b><br>Customer centric business, Pre order, Point of order and post order customer support.  |
| 7.      | <b>Environment of E-Commerce:</b><br><b>Legal, Ethical and Tax Issues</b><br>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><br>Revenue model, Revenue strategy issues, Usability.   |
| 9.      | <b>Marketing on the Web:</b><br>Web marketing strategy, Communication, Segmentation, Advertisement, E-mail marketing.  |
| 10.     | <b>Business to Business Strategy from Electronic Data Interchange to E-Commerce:</b><br>Purchasing, Logistics and support activities, Electronic data interchange, EDI, on internet.                               |

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| 11. | <b>Online Auctions, Virtual Communities and Web Portals:</b><br>Auction overview, Online auctions, Virtual communities and web portals.  |
| 12. | <b>E-Commerce Softwares and Payment Systems:</b><br>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.