Kadi Sarva Vishwavidyalaya
Faculty of Engineering & Technology
Third Year Bachelor of Engineering (Information Technology)
(In Effect From Academic Year 2019-20)

Subject Code: IT605G-N	Subject Title: E-Commerce and E-Business
Pre-requisite	

Teaching Scheme (Credits and Hours)

Teaching scheme				Total Credit	Evaluation Scheme					
L	T	P	Total		Theory		Mid Sem Exam	CIA	Pract.	Total
Hrs	Hrs	Hrs	Hrs		Hrs	Marks	Marks	Marks	Marks	Marks
03	00	02	05	04	03	70	30	20	30	150

Course Objective:

- Define E-Marketplaces and list their components.
- List the Major types of Electronic Markets and describe their features.
- Describe the types of Intermediaries in EC and their roles.
- Describe electronic Catalogs, Shopping carts, and search Engines.
- Describe the various types of Auctions and list their characteristics.

Outline of the Course:

Sr. No	Title of the Unit	Minimum Hour
1	Introduction to E-Business and E-Commerce	8
2	E-Marketplaces: Structures, Mechanisms, Economics, & impacts	7
3	E-Business applications, E-Procurement and E-Payment Systems	6
4	The Impact of E-Business on Different Fields and Industries	6
5	E-Learning and Online Education	7
6	E-Government	5
7	Launching Online Business and E-Commerce Projects	5
8	M-Commerce	5

Total hours (Theory):48
Total hours (Lab):32
Total hours: 80

Detailed Syllabus

Sr. No	Topic	Lecture Hours	Weight age(%)
1	**Introduction to E-Business and E-Commerce:-** Define the e-Commerce and e-Business, Define e-Commerce Types of EC transactions. Define e-Business Models. Internet Marketing and e-Tailing. Elements of e-Business Models. Explain the benefits and limitations of e-Commerce.	8	17
2	**E-Marketplaces: Structures, Mechanisms, Economics, &impacts:-** Define e-Marketplace and Describe their Functions. Explain e-Marketplace types and their features. Describe the various types of auctions and list their characteristics. Discuss the benefits, limitations and impacts of auctions. E-Commerce in the wireless environment. Competition in the DE and impact on industry	7	15
3	**E-Business applications, E-Procurement and E- Payment Systems:-** Integration and e-Business suits. ERP, e-SCM, CRM, E-Payment. E-Procurement definition, processes, methods and benefits. Discuss the categories and users of smart cards. Describe payment methods in B2B EC.	6	12
4	**The Impact of E-Business on Different Fields and Industries:-** E-Tourism · Employment and Job Market Online Online Real Estate. Online Publishing and e-Books. Banking and Personal Finance Online. On-Demand Delivery Systems and E-Grocers. Online Delivery of Digital Products.	6	12
5	**E-Learning and Online Education:-** Define electronic learning. Discuss the benefits and drawbacks of e-Learning. The e-Learning Industry. Discuss e-Content development and tools. Describe the major technologies used in e-Learning. Discuss the different approaches for e-Learning delivery. How e-Learning can be evaluated.	7	14
6	**E-Government:-** Definition of e-Governments · Implementation. E-Government Services. Challenges and Opportunities. E-Government Benefits, Case Study.	5	10
7	**Launching Online Business and E-Commerce Projects:-** Understand the requirements for starting an online business from different perspectives. Describe the funding options available to startup businesses. Understand the processes associated with managing Web site development. Know the techniques of search engine optimization. Evaluate Web sites on design criteria.	5	10
8	**M-Commerce :-** Overview, Types of M-Commerce services ,M-Commerce from customer/Provider point of view, Applications, Payment Methods.	5	10
	Total	48	100

Instructional Method and Pedagogy:

- At the start of course, the course delivery pattern, prerequisite of the subject will be discussed.
- Lectures will be conducted with the aid of multi-media projector, black board, OHP etc.
- Attendance is compulsory in lecture and laboratory which carries 10 marks in overall evaluation.
- One internal exam will be conducted as a part of internal theory evaluation.
- Assignments based on the course content will be given to the students for each unit and will be evaluated at regular interval evaluation.

- Surprise tests/Quizzes/Seminar/tutorial will be conducted having a share of five marks in the overall internal evaluation.
- The course includes a laboratory, where students have an opportunity to build an appreciation for the concepts being taught in lectures.
- Experiments shall be performed in the laboratory related to course contents.

Learning Outcome:

- After completion of this course, students will be able to understand the basic concepts and technologies used in the field of management information systems.
- Understand the processes of developing and implementing information Systems. Be aware of the ethical, social, and security issues of information systems.
- Understand the role of information systems in organizations, the strategic management processes, and the implications for the management. Develop an understanding of how various information systems work together to accomplish the information objectives of an organization.

Reference Books:

1. Electronic Commerce: A Managerial Perspective, Turban, E. et al., Prentice Hall-2008.
2. Frontiers of e-commerce, Ravi Kalakota, Pearson.
3. Electronic Business and Electronic Commerce Management, 2nd edition, Dave Chaffey, Prentice Hall, 2006
4. e-Learning Tools and Technologies, Horton and Horton, Wiley Publishing.

List of experiments

No	Name of Experiment
1	A Company has five module HR, admin, finance, production and report. A company is of Mechanical and wants to implement E-comm. system list out the various required information and gathered that in defined format which helps for developing system
2	Case study for identifying resource availability used in Development for Pharmaceutical company with any SIX Modules. 1). Hardware resources, 2). Software resources 3). Database resources.
3	Create chart showing modules of ECEB in which Any six modules also show interconnection between all modules, functionalities and its objectives
4	Design & develop the E-comm system for college having main four modules in which HR/Admin, Student, Report attendance, Result and integrated this modules with request information in Star-UML.
5	To study about an E-comm. system having a huge database for integration different modules creates a uses login or control panel which is other then admin but attached with central database. (Using Star-UML OR M.S. Visio.).
6	Create an html pages for E-comm. Web site. (Take your own concepts to develop site.)
7	Define a training structure for all employees by which they can participate & success of E-business in implementation & running successfully for his own organization. As being an administrator create whole chart to provide training to all executives.
8	Derive or discuss case study for transforming site & discuss points for transforming in to e-business function.
9	Write a brief case study for any One government body which effectively uses E- Governance for better
10	Discuss in Group for better E-Governance.