

COURSE CODE	COURSE TITLE	L	T	P	C
1153CS107	E COMMERCE	3	0	0	3

Course Category: Allied Elective

A. Preamble:

The extensive penetration of computer networks, in particular the Internet, into everyday life has changed the way business is conducted and is now changing the way commerce is conducted. The development of the World Wide Web (WWW) has made access to information easy for the common user. It is now commonplace for businesses to have a "Web presence" in terms of providing product information and customer service. Some amount of commerce activity has already started on the Internet and expectations are high that it will become a major form of trade and commerce in the future. This major project focuses on electronic commerce (EC) and the infrastructure necessary to implement an Internet-based version of this application.

B. Prerequisite Courses:

Sl. No	Course Code	Course Name
		Nil

C. Related Courses:

Sl. No	Course Code	Course Name
		Nil

D. Course Educational Objectives:

Students undergoing this course are expected to

- Nurture Qualified Human Capital
- Cater the demand for “a potentially huge captured market of “E-Commerce and Business” program.
- Foster Competent and Qualified Professionals in E-Commerce
- Utilize fundamental strength in hard and soft skills.

E. Course Outcomes:

Upon the successful completion of the course, students will be able to:

CO Nos.	Course Outcomes	Knowledge Level (Based on revised Bloom’s Taxonomy)
CO1	Understand the role of E commerce and its uses	K2
CO2	Summarize the infrastructure for E commerce	K2
CO3	Analyze the various tools and software used for E commerce	K2
CO4	Understand the different security and marketing strategies in E commerce	K2
CO5	Understand the web based design and its applications	K2

F. Correlation of COs with POs:

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	M								L						M
CO2	M				M										
CO3	M	L	M		M									M	M
CO4	L	L							L						M
CO5	L	L			M	L			L						M

H- High; M-Medium; L-Low

G. Course Content:

UNIT I INTRODUCTION

9

Traditional commerce and E commerce – Internet and WWW – role of WWW – value chains – strategic business and Industry value chains – role of E commerce.

UNIT II INFRASTRUCTURE FOR E COMMERCE

9

Packet switched networks – TCP/IP protocol script – Internet utility programmes – SGML, HTML and XML – web client and servers – Web client/server architecture – intranet and extranets.

UNIT III WEB BASED TOOLS FOR E COMMERCE

9

Web server – performance evaluation - web server software feature sets – web server software and tools – web protocol – search engines – intelligent agents –EC software – web hosting – cost analysis.

UNIT IV SECURITY

9

Computer security classification – copy right and Intellectual property – electronic commerce threats – protecting client computers – electronic payment systems – electronic cash – strategies for marketing – sales and promotion – cryptography – authentication.

UNIT V INTELLIGENT AGENTS

9

Definition and capabilities – limitation of agents – security – web-based marketing – search engines and Directory registration – online advertisements – Portables and info mechanics – website design issues.

Total: 45 Hours

H. Learning Resources

i. Text Books

1. Ravi Kalakota, “Electronic Commerce”, Pearson Education,
2. Gary P Schneider “Electronic commerce”, Thomson learning & James T Peny Cambridge USA, 2001.
3. Manlyn Greenstein and Miklos “Electronic commerce” McGraw-Hill, 2002.

ii. REFERENCES

1. Efraim TurvanJ.Lee, David kug and chung, “Electronic commerce” Pearson Education Asia 2001.
2. Brenda Kienew E commerce Business Prentice Hall, 2001.