GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Integrated Master of Computer Applications, 5th Semester
Subject Name: e-Commerce
Subject Code: 2658604

1. **Learning Objectives:**
   - To understand the concepts of E-commerce, Types of E-commerce, Models, Payment types
   - To understand E-commerce Security issues and technology solutions
   - To understand E-commerce marketing concepts, Ethics, Laws
   - To understand development of E-commerce web site

2. **Prerequisites:** Basics of web technologies (like HTML/CSS, PHP etc.)

3. **Course Contents:**

Unit	Course Content	Weightage Percentage
Unit I	**Introduction to E-commerce** Unique Features of E-Commerce Technology, Types of E-Commerce (Business-to-Consumer(B2C), Business-to-Business(B2B), Consumer-to- Consumer(C2C), Mobile-Commerce (M-commerce),Social-E-commerce, Local-E-Commerce), E-commerce History, Understanding e-Commerce (Technology and Business)	15%
Unit II	**Building an E-commerce Web Site:** A systematic Approach, Choosing Software, Choosing Hardware, Other E-commerce site tools, Developing a mobile website and building mobile application	15%
Unit III	**E-commerce Security:** The E-commerce security environment, Security threats in the e-commerce environment, Technology solutions, Management policies, Business procedures, and public laws, **E-commerce Payment**: E-commerce Payment system(Online credit card transaction, Online stored value systems, Mobile Payment Systems: your Smartphone Wallet, Digital Cash and Virtual Currencies), Electronic billing presentment and payment **Online communities :** Social Networks Online communities, Online Auctions, E-commerce portals, Case study:eBay **Case study: The mobile payment marketplace Goat Rodeo**	25%
Unit IV	**E-commerce Business Strategy** : E-commerce business Models, Major Business-to-Consumer (B2C) Business Model, Major Business-to-Business(B2B) Business Model, How E-commerce changes business Strategy, Structure and Process **Marketing Concepts:** Introduction to Social, Mobile and Local Marketing, Social Marketing, Mobile Marketing, Local and Location based Mobile Marketing	20%
Unit V	**Security Issues and Approaches Related to Web commerce** **Internet / Intranet Security Issues and Solutions** : The Need for Computer Security, Specific Intruder Approaches, Security Strategies, Security Tools, Encryption, Enterprise Networking and Access to the Internet Antivirus Programs, Security Teams	25%

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With effective from academic year 2018-19

	MasterCard/Visa Secure Electronic Transaction: Introduction, Business Requirements, Concepts (Payment system participants, Cryptography (Secret key cryptography, Public key cryptography, encryption, Digital Signature, certificates, SET authentication, Dual signature),Certificate Issuance), payment Processing	

Desirable:
1. Introduction to eCommerce development and implementation (https://magento.com **or** www.woocommerce.com, docs.woocommerce.com).

4. Text Book:
1. Kenneth C. Laudon, Carol Guericio Traver, E-Commerce : Business, Technology, Society (2017),13th Edition, Pearson ISBN 978-93-530-6315-3
2. Daniel Minoli, Emma Minoli, Web commerce Technology Handbook, 25th reprint, McGrawHill,

5. Reference Books:
1. S. J. , P.T. Joseph, E-Commerce: an Indian perspective, 5th Edition , PHI
2. David Whitely, E-Commerce Strategy, Technologies and Application, Tata McGraw Hill
3. Dave Chaffey, E-Business amd E-Commerce Management, Strategy, Implementation and Practice, Pearson
4. Bhasker, Electronic Commerce: Framework, Technologies and Applications, 4th Edition, McGrawHill India
5. Ravi Kalakota, Andrew B. Whinston Electronic Commerce A Managers' Guide, Pearson
6. Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang, E-Commerce: Fundamentals and Applications, Wiley

6. Chapter wise Coverage from the Text Book:

Unit #	Book#	Chapter
I	1	Chapter 1.2 to 1.6
II	1	Chapters 3 (3.2 to 3.6)
III	1	Chapter 4 (4.1 to 4.7), 10 (10.1 to 10.3)
IV	1	Chapters 5 (5.1 to 5.4), 7 (7.1 to 7.4)
V	2	Chapter 5,6

7. Accomplishment of the student after completing the course:
   1) The student should be comfortable with concepts of e-commerce concepts and development process.

8. Laboratory
   Desirable: eCommerce Web site development and Implementation concepts like Registration, Time factor (bidding or Offer), New Trend in Making Payments Online etc.