

Dept. of Computer Science

OEC: ELECTRONIC COMMERCE

Course Title: Electronic Commerce	Course code: 21BSCO ECS
Total Contact Hours: 42	Course Credits: 3
Internal Assessment Marks: 40	Duration of SEE: 3 hrs
Semester End Examination Marks: 60	

Course Outcomes (COs):

1. Compare how internet and other information technologies support business processes.
2. Demonstrate an overall perspective of the importance of application of internet technologies in business administration
3. Explain the basic business management concepts.
4. Demonstrate the basic technical concepts relating to E-Commerce.
5. Identify the security issues, threats and challenges of E-Commerce.

UNIT I Introduction to E-Commerce and Technology Infrastructure

09 Hrs

Working of Web - HTML Markup for Structur

Open Elective for III & IV Semester offered by Computer Science

ELECTRONIC COMMERCE

Course Title: E-Commerce	Course Credits: 3 (3L+0T+0P)
Semester: III	Duration of SEE: 03 Hour
Total Contact Hours: 42	SEE: 60 Marks IA: 40 Marks

Course Outcomes (COs):

1. Compare how internet and other information technologies support business processes.
2. Demonstrate an overall perspective of the importance of application of internet technologies in business administration
3. Explain the basic business management concepts.
4. Demonstrate the basic technical concepts relating to E-Commerce.
5. Identify the security issues, threats and challenges of E-Commerce.

UNIT I Introduction to E-Commerce and Technology Infrastructure 09 Hrs

Working of Web - HTML Markup for Structure - Creating simple page - Marking up text - Adding Links - Adding Images - Table Markup - Forms - HTML5

UNIT II Building an E-Commerce Website, Mobile Site and Apps 10 Hrs

Systematic approach to build an E-Commerce: Planning, System Analysis, System Design, Building the system, Testing the system, Implementation and Maintenance, Optimize Web Performance – Choosing hardware and software – Other E-Commerce Site tools – Developing a Mobile Website and Mobile App

UNIT III E-Commerce Security and Payment Systems 09 Hrs

E-Commerce Security Environment – Security threats in E-Commerce – Technology Solutions: Encryption, Securing Channels of Communication, Protecting Networks, Protecting Servers and Clients – Management Policies, Business Procedure and Public Laws - Payment Systems

UNIT IV Business Concepts in E-Commerce 09 Hrs

Digital Commerce Marketing and Advertising strategies and tools – Internet Marketing Technologies – Social Marketing – Mobile Marketing – Location based Marketing – Ethical, Social, Political Issues in E-Commerce

UNIT V Project Case Study 05 Hrs

Case Study: Identify Key components, strategy, B2B, B2C Models of E-commerce Business model of any e-commerce website - Mini Project: Develop E-Commerce project in any one of Platforms like Woo-Commerce, Magento or Opencart

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Text Book:

1. Kenneth C. Laudon, Carol Guercio Traver - E-Commerce, Pearson, 10th Edition, 2016

References:

1. <http://docs.opencart.com/>
2. <http://devdocs.magento.com/>
3. <http://doc.prestashop.com/display/PS15/Developer+tutorials>
4. Robbert Ravensbergen, —Building E-Commerce Solutions with Woo Commercell, PACKT, 2nd Edition

