



CSOE-006: E-Commerce Technology

Course Objective: This course provides an introduction to information systems for business and management. It is designed to familiarize students with organizational and managerial foundations of systems, the technical foundation for understanding information systems

Credits: 03

L-T-P-J: 3-1-0-0

Unit-1:

8 Hours

Introduction to E-Commerce: Defining Commerce; Main Activities of Electronic Commerce; Benefits of E-Commerce; Broad Goals of Electronic Commerce; Main Components of E-Commerce; Functions of Electronic Commerce – Communication, Process Management, Service Management, Transaction Capabilities; Process of E-Commerce; Types of E-Commerce; Role of Internet and Web in E-Commerce; Technologies Used; E-Commerce Systems; Pre-requisites of E-Commerce; Scope of E-Commerce; E-Business Models.

Unit-2:

8 Hours

E-Commerce Activities: Various Activities of E-Commerce; Various Modes of Operation Associated with E-Commerce; Matrix of E-Commerce Types; Elements and Resources Impacting E-Commerce and Changes; Types of E-Commerce Providers and Vendors; Man Power Associated with E-Commerce Activities; Opportunity Development for E-Commerce Stages; Development of E-Commerce Business Case; Components and Factors for the Development of the Business Case; Steps to Design and Develop an E-Commerce Website

Unit-3:

8 Hours

Internet – The Backbone for E-Commerce: Early Ages of Internet; Networking Categories; Characteristics of Internet; Components of Internet – Internet Services, Elements of Internet, Uniform Resource Locators, Internet Protocol; Shopping Cart, Cookies and E-Commerce; Web Site Communication; Strategic Capabilities of Internet

Unit-4:

8 Hours

ISP, WWW and Portals: Internet Service Provider (ISP); World Wide Web (WWW); Portals – Steps to build homepage, Metadata; Advantages of Portal; Enterprise Information Portal (EIP).

E-Payment Systems:

Electronic Funds Transfer; Digital Token Based E-Payment Systems; Modern Payment Systems; Steps for Electronic Payment; Payment Security; Net Banking.

Unit-5:

8 Hours

E-Commerce & Online Publishing: This unit explains the concept of online publishing, strategies and approaches of online publishing, and online advertising.

E-Marketing:

Traditional Marketing; E-Marketing; Identifying Web Presence Goals – Achieving web presence goals, Uniqueness of the web, Meeting the needs of website visitors, Site Adhesion: Content, format and access; Maintaining a Website; Metrics Defining Internet Units of Measurement; Online Marketing; Advantages of Online Marketing.

Referential Books:

- An Internet Millionaire's Secret Formula To Sell Almost Anything Online: Jeff Walker
- Dan Woods and Gautam Guliani, "Open Source for the Enterprise: Managing Risks, Reaping Rewards", O'Reilly, Shroff Publishers and Distributors, 2005.
- Sebesta, "Programming World Wide Web" Pearson.
- Dietel and Nieto, "Internet and World Wide Web – How to program", PHI/Pearson Education Asia



Course Curriculum (w.e.f. Session 2021-22)
Open Elective Computer Science & Engineering

Course Outcome: After completion of course, the student will be able to:

- CO1: Understand the basic concepts and technologies used in the field of management information systems.
- CO2: Have the knowledge of the different types of management information systems.
- CO3: Understand the processes of developing and implementing information systems.
- CO4: Be aware of the ethical, social, and security issues of information systems.