



Type of course: Core

Prerequisite: --

Rationale: The rapid changes in telecommunication and computing technologies evidenced in the internet and World Wide Web paved way for new range of business applications, process and structure. E-business is essential for existing business organizations and for the new entrants. E-business provides cost and transaction efficiency and helps business organization to enjoy economies of scale. Today, online presence along with physical presence is required for business organizations. Companies that have been conservative in the use of computers are rushing to have their presence in the internet world.

Teaching and Examination Scheme:

Teaching Scheme			Credit	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
			ESE (E)	PA(M)	ESE (V)	PA(I)		
3	0	0	3	50	0	0	0	50

L- Lectures; T- Tutorial/Teacher Guided Student Activity; P- Practical; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

Contents:

Sr. No.	Practical / Hands on Exercise	Teaching Hrs.	Module % Weightage
1	Unit I Introduction E-Business: Origin and Need of E-Commerce, Factors affecting E -Commerce, Business dimension and technological dimension of E-Commerce, E-Commerce frame work Electronic Commerce Models, Value Chains in Electronic Commerce.	12	30
2	Unit II Internet and E-Business: Introduction to Internet and its application, Intranet and Extranets. World Wide Web, Internet Architectures, Internet Applications, Business Applications on Internet, E - Shopping, Electronic Data Interchange, Components of Electronic Data Interchange, Creating Web Pages using HTML.	10	30
3	Unit III Technology for Online Business: Internet, IT Infrastructure, Middleware Contents, Text and Integrating E-Business Applications, Mechanism of Making Payment Through Internet, Online Payment Mechanism, Electronic Payment Systems, Payment Gateways, Visitors to Website, Tools for Promoting Website, Plastic Money, Debit Card, Credit Card, Laws Relating to Online Transactions.	12	30
4	UNIT-IV Applications in E-commerce: E-commerce Applications in Manufacturing, Wholesale, Retail and Service Sector.	8	10
	Total	42	

Reference Books:



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Bachelor of Vocation (B.Voc), 6th Semester

Branch: Software Development

Subject Name: e-Commerce

Subject Code: 1160202

**With effective
from academic
year 2018-19**

1. E-Commerce: Business, Technology, Society by Kenneth C. Laudon & Carol G. Traver, Pearson
2. E-Commerce: Concepts, Models, Strategies by C.S.V. Murthy, Himalaya Publishing House
3. Essentials of E-commerce by Arvind Chaudhari, Shyam Salunkhe, Sanjay A. Saindane, Sachin K. Jadhav, Prashant Publications
4. E-Commerce, Sarika Gupta, Khanna Publishing House

Suggested Specification table with Marks (Theory): (For BVOC only)

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
10	20	20	0	0	0

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)

Course Outcomes:

Sr. No.	CO Statement	Marks % Weightage
CO-1	Understand the concept of e-Commerce.	30
CO-2	Understanding of Internet and E-Business	30
CO-3	Understanding of Technology for Online Business.	30
CO-4	Understanding of application of e-Commerce.	10

List of Open Source Software/learning website :

Students must refer to following sites to enhance their learning ability.

- <https://www.edx.org/learn/ecommerce>
- <https://www.udemy.com/topic/e-commerce/>

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