

PARUL UNIVERSITY - Faculty of IT & Computer Science

Department of Computer Application

SYLLABUS FOR 6th Sem B.Sc. (IT), BCA, IMCA, IMCA (A.Y.-IV) PROGRAMME

E-Commerce (05101381)

Type of Course: B.Sc. (IT), BCA, IMCA, IMCA (A.Y.-IV)

Prerequisite: To introduce how business works on Internet with its methods and application.

Rationale: To introduce how business works on Internet with its methods and application.

Teaching and Examination Scheme:

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/ Week	Tut Hrs/ Week	Lab Hrs/ Week		External		Internal			
				T	P	T	CE	P	
3	1	0	4	60	0	20	20	0	100

Lect - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical

Contents:

Sr.	Topic	Weightage	Teaching Hrs.
1	Introduction to Electronic Commerce: What is E-commerce (introduction and definition), Main activities E-commerce, Goals of E-commerce, Technical components of E-commerce, Functions of E-commerce, Advantages & disadvantages of E-commerce, Scope of E-commerce, Electronic commerce applications, Electronic commerce and electronic business, (C2C)(2G, G2G, B2G, B2P, B2A, P2P, B2A, C2A, B2B, B2C), E-commerce business models: Introduction, eight key ingredients of a business mode.	15%	7
2	Electronic Data Interchange: Role of intranet in B2B, Concepts of EDI and limitation, Application of EDI, Disadvantages of EDI, EDI model.	13%	6
3	Electronic payment System: Introduction, Types of electronic payment system, Payment types, Traditional payment, Value exchange system, Credit card system, Electronic funds transfer, Paperless bill, Modern payment cash, Electronic cash.	31%	15
4	Planning for Electronic Commerce: Planning electronic commerce initiatives, Linking objectives to business strategies, Measuring cost objectives, Comparing benefits to costs, Strategies for developing electronic commerce web sites. Internet Marketing: The PROS and CONS of online shopping, Justify an Internet business, Internet marketing techniques, The E-cycle of Internet marketing, Personalization e - Commerce.	21%	10

5	E- Governance for India: Introduction: Need of E-Governance applications, Evolution of E-Governance, Its scope, Present global trends of growth in E-Governance: other issues Models of E-Governance: Model of Digital Governance: Broadcasting/Wilder Dissemination Model, Critical Flow Model, Comparative Analysis Model, Mobilization and Lobbying Model, Interactive-service Model/Government-to-Citizen-to-Government Model (G2C2G)/ E-Governance initiatives in India: e-Mitra, IFMS, IHRMS, sampark, e-Health, Bhamshah, Passport, Police, Indian railways, Income Tax.	20%	10
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***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

1. Frontiers of Electronic Commerce
Kalakota and Whinston; Addison Wesley, 2002
2. Electronic Commerce: A Managerial Perspective
Efraim Turban, Jae Lee, David King, H. Michel Chung. 2001; Second Edition
3. Understanding Electronic Commerce
David Kosiur; Microsoft Press, 1997
4. Soka, From EDI to Electronic Commerce
; McGraw Hill
5. E-Governance: Concepts & Case Studies
C.S.R. Prabhu; Prentice Hall of India Pvt. Ltd 2004

Course Outcome:

After Learning the course the students shall be able to:

1. Electronic Commerce provides an overview of the fundamental concepts of online marketing, creating a web site, gaining customers online
2. Understanding E-Commerce business models
3. It also provides the fundamental concepts of Electronic Data Interchange and payment System
4. Basis of E-Governance applications, E-Governance models and E-Governance initiatives