

<b>Program:</b>		MCA		<b>Semester :</b>		V
<b>Course :</b>		Electronic Commerce		<b>Code :</b>		MCNB05001
<b>Teaching Scheme</b>				<b>Evaluation Scheme</b>		
<b>Lecture Hours per week</b>	<b>Practical Hours per week</b>	<b>Tutorial Hours per week</b>	<b>Credit</b>	<b>Theory (3 Hrs, 70 Marks)</b>	<b>Internal Continuous Assessment (ICA) As per Institute Norms (50 marks)</b>	
3	2	0	4	Scaled to 70 marks	Scaled to 30 marks	
<b>Pre-requisite:</b> Computer Networks (MCNB01005), Web Programming I (MCNB 03001), Web Programming II (MCNB04001)						
<b>Objectives:</b>  1. The objectives of the course are to introduce the critical concepts of electronic commerce from both managerial and technological perspectives. It is expected that this course provide you understanding of how electronic commerce is affecting business enterprises, governments, consumers and people in general and help you build up your knowledge and skills on leading an organization to the road to success in the digital future. 2. The students will learn the difference between various ecommerce classifications like C2C, B2B, B2C, E-business vs E-commerce, value chains of various businesses, trade cycles, SWOT analysis. They would know the legal issues & security issues with respect to online business. 3. Understanding of separation of businesses with respect to various ecommerce types like Electronic market, internet commerce & EDI. 4. They would practically understand the working of catalog, payment, security aspects of online ecommerce sites.						
<b>Course Outcomes:</b> After successful completion of this course, students will be able to  1. Explain the basic concepts of e-commerce. 2. Analyze legal and ethical issues in case studies. 3. Design and implement secure e-payment program. 4. Implement E-commerce and M-commerce based application.						
<b>Detailed Syllabus:</b>						
<b>Unit</b>	<b>Description</b>					<b>Duration</b>
1	<b>Introduction &amp; Concepts :</b> Advent of ICT (Information and Communication Technology); Evolution of E-Commerce; Applications of E-Commerce; Benefits & Limitations; E-Commerce					7

	Classification; Categories of E-Commerce: Electronic Markets, EDI, Internet Commerce; Ecommerce & Trade Cycle, Future of E-Commerce.	
2	<b>Communication &amp; Value Chain :</b> PCSs and Networking; E-Mail; Internet; Intranet; Porter's value chain; model; Industry Value chain; SWOT Analysis; EDI to Ecommerce; EDI UN/EDIFACT; Working of EDI.	7
3	<b>Legal &amp; Ethical Issues:</b> Legal Issues: Borders & Jurisdiction, Contracting & Contract Enforcement, Protection of Intellectual Property in Online Business; Ethical Issues : Online Crimes, Terrorism & Warfare; Social Issues.	6
4	<b>Security:</b> Online Security Issues, Client : Cookies, Digital Certificates; Communication Channel Security : Secrecy Threats, Integrity Threats, Necessity Threats, Wireless Networks; Encryption Solutions : Hash Functions, Digital Signatures, Symmetric & Asymmetric algorithms; Security for Server computers : Web server, Database; Organizations that promote Computer Security; SSL-Secure Socket Layer; SET-Secure Electronic Transaction	7
5	<b>Payment System:</b> Cybercash/Digicash; Payment cards: credit card, debit card, charge card, single-use card; Electronic Cash & Working; Electronic Wallets; Stored-Value Cards.	4
6	<b>E-Commerce Software:</b> Basic functions: Catalog Display, Shopping Cart, Transaction Processing; Advanced functions: Middleware, Enterprise Application Integration & Databases, Web Services; Integration with ERP Systems; Software for Small, Mid-size & Large Businesses.	7
7	<b>M-Commerce:</b> Growth; Overview; Benefits & Drivers; Applications; Mobile Computing Infrastructure; Inhibitors and Barriers of M-Commerce; Services; Stakeholders; M-Commerce Value Chain; Pervasive Computing; L-Commerce.	7
	<b>Total</b>	<b>45</b>

**Text Books:**

Gary P. Schneider, "E-Commerce: Strategy, Technology and Implementation", 1st Edition, Cengage Learning, 2007(9<sup>th</sup> edition is latest.)

**Reference Books:**

1. David Whiteley, "E-Commerce Strategy: Technologies and Applications", McGraw Hill International, 2000.
2. Dave Chaffey, "E-Business and E-Commerce Management", Pearson, Third Edition, 2009.

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| 3. E. Turban, Dave King, Jay Kyu Lee, Dennis Viehland."Electronic Commerce, A Managerial Perspective 2006", 6th Edition, Prentice Hall, 2006. |
| 4. Brahm Canzer, "e-Business Theory and Practice", Cengage Learning, 1/e, 2011.   |

<b>Term Work:</b> As per internal Continuous Assessment(ICA) norms of the institute:
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| <ol style="list-style-type: none"><li>1. Minimum 10 practical experiments covering all the topics.</li><li>2. Minimum two assignments / recent case studies.</li><li>3. Two class tests.</li></ol> |
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**Signature**

**(Prepared by Concerned Faculty/HOD)**

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**Signature**

**(Approved by Dean)**