



RAJASTHAN TECHNICAL UNIVERSITY, KOTA

Syllabus

III Year-VI Semester: B.Tech. Computer Science and Engineering

6CS5-13: Ecommerce & ERP

Credit: 2
2L+0T+0P

Max. Marks: 100(IA:30, ETE:70)
End Term Exam: 3 Hours

SN	Contents	Hours
1	Introduction: Objective, scope and outcome of the course.	01
2	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.	03
3	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.	05
4	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.	07
5	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-Commerce & Online Publishing: This unit explains the concept of online publishing, strategies and approaches of online publishing, and online advertising.	07
6	XML and Data Warehousing: Definition of eXtensible Markup Language (XML); XML Development Goals; Comparison between HTML and XML; Business importance in using XML Based Technology; Advantages, Disadvantages and Applications of XML; Structure of an XML Document; XHTML and X/Secure; Data Warehousing; Data Marts and Operational Data Stores. 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.	05
		28

Office of Dean Academic Affairs
Rajasthan Technical University, Kota