

DURGAPUR INSTITUTE OF ADVANCED TECHNOLOGY AND MANAGEMENT

(Affiliated to MAKAUT and recognized by AICTE, New Delhi)

Subject Code: **IT703A**

Semester: 7th

Branch Name: **Information Technology**

Subject Name: **E-Commerce**

Year: 4th

Credits: **3L**

Session: 2018 – 2019

Subject Teacher: **Sonali Gayen**

Assistant Professor, IT Dept.

SYLLABUS

Introduction [6L]

Definition, Scope of E-Commerce, Hardware requirements, E-Commerce and Trade Cycle, Electronic Markets, Electronic Data Interchange and Internet Commerce.

Business to Business E-Commerce [7L]:

Electronic Markets, Electronic Data Interchange (EDI): Technology, Standards (UN/EDIFACT), Communications, Implementations, Agreements, Security, EDI and Business, Inter-Organizational Ecommerce

Legal issues [5L]:

Risks: Paper Document vs. Electronic document, Authentication of Electronic document, Laws, Legal issues for Internet Commerce: Trademarks and Domain names, Copyright, Jurisdiction issues, Service provider liability, Enforceable online contract

Security Issues [6L]:

Security Solutions: Symmetric and Asymmetric Cryptosystems, RSA, DES, and Digital Signature, Protocols for secure messaging, Secure Electronic Transaction (SET) Protocol, Electronic cash over internet, Internet security

Business to Consumer E-Commerce [8L]:

Consumer trade transaction, Internet, Page on the Web, Elements of Ecommerce with VB, ASP, SQL.

E-business [7L]:

Internet bookshops, Software supplies and support, Electronic Newspapers, Internet Banking, Virtual Auctions, Online Share Dealing, Gambling on the net, E-Diversity, Case studies through internet.

Text Books / References:

1. Processing ,PHI. E-Commerce-Strategy, Technologies & Applications by David Whitley, TMH
2. E-Commerce- The cutting edge of business by Kamlesh K. Bajaj, TMH
3. E-Commerce through ASP by W Clarke- BPB
4. Beginning E-Commerce with VB, ASP, SQL Server 7.0 & MTS by Mathew Reynolds, Wrox Publishers
5. Global Electronic Commerce- Theory and Case Studies by J. Christopher Westland and Theodore H. K Clark University Press

Course Objectives:

- 1 Understanding Internet access.
- 2 Defining E-Commerce ,Investigate the key principles in internet safety, security, and privacy

3 Exploring E-Commerce development

4 Identifying E-Commerce Stages, Analyzing E-Commerce Processes

5 Exploring Online Stores, Identifying E-Commerce Challenges

6 Identifying marketing issues, Understanding market research

7 fundamental aspects of E-Commerce, such as e-mail message components, e-mail options, etc

8 Defining security issues, Identifying security threats, Exploring business security issues

Course Outcomes:

After successfully completing this course the students will be able to:

(1) Get the concepts of Internet history.

(2) Get the concepts of Internet tools and resources

(3) Get the concepts of Business-to-Business E-Commerce, E-Commerce Stages

(4) Get the concepts of Electronic payments, Exploring E-Cash,

(5) Get the concepts of transaction processing, consumer security issues.

(6) Get the concepts Of email support , legal issues.

LESSON PLAN

Sl. No	Reference of the Syllabus	Sub-Topics to be covered as per syllabus	Number of Lectures
1.	Module I: Introduction to E Commerce	Introduction; Definition comparison between traditional commerce and e-commerce ,example of different website	2
2.	E Commerce and Trade cycle	Scope of E-Commerce, Trade cycle, traditional market.	1
3.	Do	Electronic market, example of e_market	1
4.	EDI	Electronic data interchange Internet commerce.	2
5.	Module II: Business to Business E- commerce	Overview business to business Commerce Electronic data interchange, types of business	2
6.	Do	Agreements, Security, communication	1

7.	Do	B to B Commerce ,example of B toB Commerce	1
8	DO	B to C Commerce, C to C Commerce, example of B to B and C to C Commerce	2
9	Do	Comparative study among different Organizational e-commerce.	1
10	Module III: Legal Issues	Paper Document vs. Electronic document Example of electronic document.	1
11	Do	Authentication of Electronic document, Legal issues for Internet Commerce	2
12	Do	Trademarks and Domain names, and Copyright	2
13	Module IV: Security Issues	Keys, Public and PrivateKeys, Symmetric and Asymmetric Cryptosystems, RSA, DES,	2
14	Do	Digital Signature, Example of DS	1
15	Do	Protocols for secure messaging, Secure Electronic Transaction (SET) Protocol	2
16	Do	E_cash, Electronic cash over internet, Internet Security.	1
17	Module V: Business to Consumer E-Commerce	Consumer trade transaction, Example of Business to Consumer E-Commerce	2
18	Do	Internet, web pages , Example of web pages	2
19	Do	Dynamic web pages, Static Pages	2
20	Do	Comparative Study of different Web pages.	2
21	Module VI: E-business	Internet bookshops, Software supplies and support	2
22	Do	Electronic Newspapers, Internet Banking, E-Diversity.	3

Text book:

1. E-Commerce-Strategy, Technologies & Applications by David Whitley, TMH
2. E-Commerce- The cutting edge of business by Kamalesh K. Bajaj, TMH
3. E-Commerce through ASP by W Clarke- BPB

Teaching Methodologies: Mainly using by black board

Examination process: Conventional.