

E-Commerce [E-Com.]

B.E. Sem. VII [CMPN]

(Elective – I)

EVALUATION SYSTEM

	Time	Marks
Theory Exam	3 Hrs.	100
Practical Exam	–	–
Oral Exam	–	25
Term Work	–	25

SYLLABUS

Part 1 : E-commerce

1. Introduction

Electronic commerce and Physical Commerce, different type of e-commerce, some e-commerce scenario, Advantages of e-commerce

2. Basic technologies of Ecommerce

Client side Programming, Server Side Programming, Database connectivity, session tracking techniques.

3. Advance technologies of E-commerce

Mobile Agent, WAP, XML, Data Mining, Rich Internet Application, Web 2.0, REST Web Services, Web Mashup, Working of Search Engines, Internet Security.

4. Internet Payment System

Characteristics of payment system, SET Protocol for credit card payment, E-cash, E-check, Micropayment system.

5. E-commerce strategies

Strategies for marketing, Sales and Promotions, Strategies for Purchasing and support activities, Strategies for Web Auctions, Virtual Communities, and web portals

6. E-Business –Introduction

E-Business vs E-commerce,, Characteristics of e-Business, e-Business role and their challenges, e-business Requirements, impacts of e-business

7. E-business strategies

Strategic positioning, Levels of e-business strategies, Strategic planning process, Strategic alignment, the consequences of e-Business, Success factors for implementation of e-business strategies. Business models, Business process and collaborations.

8. Integration of Application

Approaches to Middleware, RPC and RMI, Enterprise Application Integration, e-business Integration, loosely Coupled e-Business solutions for integration, Service Oriented Architecture, EAI and web Services, WS-security.

9. E-commerce Infrastructure

Cluster of Servers, Virtualization Techniques, Cloud computing, Server consolidation using cloud, Introduction to Hadoop, HDFS, Google Apps engine.

Reference :

1. E-Commerce Fundamentals and application (*Henry Chan*) Wiley publication.
2. Electronics Commerce (*Gary Schneider*) Thomson Course technology.
3. E-Business Organizational and technical foundation (*Michael P*) Wiley Publication.
4. E- Commerce Strategies, Technology and applications (*David*) Tata McGrawHill.
5. Introduction to E-commerce (*jeffrey*) Tata- Mcgrawhill .
6. E-Business and Commerce- Strategic Thinking and Practice (*Brahm*) biztantra.
7. Using Google Aps engine (*Severance*) O'reilly.
8. Hadoop : The Definitive Guide (*White*) O'reilly.

