

GUJARAT TECHNOLOGICAL UNIVERSITY

B. E. SEMESTER: V

INFORMATION TECHNOLOGY

Subject Name: **E-Commerce & E-Business**

Sr. No.	Course Content
1.	Introduction to E-Commerce & Technology Infrastructure: Business models, Revenue models and business processes, Opportunities- nature of e-commerce, Internet protocols, Internet2 and semantic web.
2.	E-Commerce to E-Business and Spotting Business Trends: Flexible business design, Definition of value, E-Business Communities, Customization and integration, E-Business.
3.	Architecture: Business engineering customer relationship management.
4.	Digitizing the Business and Thinking E-Business Design: E-channel pattern, E-portal pattern, E-market maker pattern, Self diagnosis.
5.	Building the E-Business Backbone: ERP , SCM
6.	Business Process Model: Customer centric business, Pre order, Point of order and post order customer support.
7.	Environment of E-Commerce: Legal, Ethical and Tax Issues Legal environment, Use and protection, Online crime, Terrorism and warfare, Ethical issue.
8.	Selling on the Web, Revenue Models and Building a Web Presence: Revenue model, Revenue strategy issues, Usability.
9.	Marketing on the Web: Web marketing strategy, Communication, Segmentation, Advertisement, E-mail marketing.
10.	Business to Business Strategy from Electronic Data Interchange to E-Commerce: Purchasing, Logistics and support activities, Electronic data interchange, EDI, on internet.
11.	Online Auctions, Virtual Communities and Web Portals: Auction overview, Online auctions, Virtual communities and web portals.
12.	E-Commerce Softwares and Payment Systems: Web hosting alternatives, Basic and advance functions of e-commerce softwares, Software for small, Mid size and large businesses, Online payment basic, Payment cards, Electronic cash, Electronic wallets, Stored value cards, Internet technologies and banking.

Reference Books:

1. E-Business Roadmap for Success, Dr. Ravi Kalakota Marcia Robinson Addison Wesley.
2. E-commerce, Schneider, Cengage Learning.
3. E-commerce and web marketing, Hansom and Kalyanam, Cengage Learning.
4. E-business and e-commerce management, Chaffey, Pearson Education.
5. Frontiers of e-commerce, Ravi Kalakota, Pearson.