

GUJARAT TECHNOLOGICAL UNIVERSITY

COMPUTER SCIENCE & ENGINEERING

B. E. SEMESTER: VII

Subject Name: **E-Commerce & E-Business (Department Elective -I)**

Subject Code: **173103**

Teaching Scheme				Evaluation Scheme			
Theory	Tutorial	Practical	Total	University Exam (E)		Mid Sem Exam (Theory) (M)	Practical (Internal)
				Theory	Practical		
4	0	2	6	70	30	30	20

Sr. No.	Course Contents	Total Hrs
1.	Introduction to Electronic Commerce Defining Electronic Commerce, Brief History of Electronic Commerce, Forces Fueling Electronic Commerce. Electronic Forces. Marketing and Customer Interaction Forces. Technology and Digital Convergence. Implications of Various Forces, Electronic Commerce Industry Framework, The Information Superhighway, Multimedia Content and Network Publishing, Messaging and Information Distribution, Common Business Services Infrastructure. Other Key Support Layers, Putting the Framework into Action: Microsoft Corporation. Types of Electronic Commerce. Inter-organizational Electronic Commerce, Intra-organizational Electronic Commerce, Consumer-to-Business Electronic Commerce, Intermediaries and Electronic Commerce.	07
2.	The Internet and the Access Provider Industry & Firewalls and Transaction Security Internet Service Providers. Key Market Drivers for the Internet. Who Is Making Money on the Internet. Clarifying Internet Terminology. Companies Providing Internet Access. Internet Topology. Differentiating Market Segments: Commercial versus Consumer. Internet versus Online Services. Open versus Closed Architecture. Controlled Content versus Uncontrolled Content. Metered Pricing versus Flat Pricing. Innovation versus Control. Firewalls and Network Security. Types of Firewalls. Firewall Security Policies. Emerging Firewall Management Issues. Transaction Security. Types of Online Transactions. Requirements for Transaction Security.	05

3.	Electronic Payment Systems & Overview of the Electronic Payment Technology. The Online Shopping Experience. Limitations of Traditional Payment Instruments. Electronic or Digital Cash. Properties of Electronic Cash. Digital Cash in Action. Electronic Checks. Benefits of Electronic Checks. Electronic Checks in Action. NetCheck: A Prototype Electronic Check System. Electronic Check Project. Online Credit Card-Based Systems. Types of Credit Card Payments. Secure Electronic Transactions (SET). Other Emerging Financial Instruments. Debit Cards at the Point of Sale (POS). Debit Cards and Electronic Benefits Transfer. Smart Cards. Consumer, Legal, and Business Issues.	07
4.	Electronic Commerce and Banking Changing Dynamics in the Banking Industry. Changing Consumer Needs. Cost Reduction. Demographic Trends. Regulatory Reform. Technology-based Financial Services Products. Home Banking History. Why Will It Be Different This Time? Home Banking Implementation Approaches. Home Banking Using Bank's Proprietary Software. Banking via the PC Using Dial-Up Software. Banking via Online Services. Banking via the Web: Security First Network Bank. Open versus Closed Models. Management Issues in Online Banking.	05
5.	From e-Commerce to e-Business Linking Today's Business with Tomorrow's Technology. E-Business = Structural Transformation. e-Business Requires Flexible Business Designs Challenge Traditional Definitions of Value. Define Value in Terms of the Whole Customer Experience. e-Business Communities: Engineering the End-to-End Value Stream Integrate, Integrate, Integrate: Create the New Techno-Enterprise. Needed: A New Generation of e-Business Leaders	05
6.	e-Business Trend Spotting Increase Speed of Service: For the Customer, Time Is Money Empower Your Customer: Self-Service Provide Integrated Solutions, Not Piecemeal Products Integrate Your Sales and Service: Customization and Integration Ease of Use: Make Customer Service Consistent and Reliable , Ease of Use: Make Customer Service Consistent and Reliable Provide Flexible Fulfillment and Convenient Service Delivery Contract Manufacturing: Become Brand Intensive, Not Capital Intensive Learn to Outsource: You Cannot Be Good at Everything Increase Process Visibility: Destroy the Black Box Learn the Trends in Employee Retention Integrated Enterprise Applications: Connect the Corporation Meld Voice, Data, and Video	05

	Multichannel Integration: Look at the Big Picture Wireless Applications Enter the Mainstream Middleware: Supporting the Integration Mandate What Is Common to All These Trends?	
7.	Think e-Business Design, Not Just Technology Constructing an e-Business Design The First Step of e-Business Design: Self-Diagnosis The Second Step of e-Business Design: Reversing the Value Chain The Third Step of e-Business: Choosing a Narrow Focus Case Study: Service Excellence at American Express Case Study: Operational Excellence at Dell Computer Case Study: Continuous Innovation at Cisco Systems Business Design Lessons Learned	05
8.	Constructing the e-Business Architecture Why Is Application Integration Important? The New Era of Cross-Functional Integrated Apps Integrating Application Clusters into an e-Business Architecture Aligning the e-Business Design with Application Integration	05
9.	Customer Relationship Management: Integrating Processes to Build Relationships Why Customer Relationship Management? Defining Customer Relationship Management Organizing around the Customer: The New CRM Architecture Supporting Requirements of the Next-Generation CRM Infrastructure. Organizational Challenges in Implementing CRM. Next-Generation CRM Trends .Building a CRM Infrastructure: A Manager's Roadmap	05
10.	E-Procurement: The Next Wave of Cost Reduction Structural Transition: From Isolated Purchasing to Real-Time Process Integration Why Procurement Is a Top-Management Issue? What Exactly Is Operating Resource Procurement? Operating Resource Procurement at Microsoft: MS Market Procurement Business Problem: Lack of Process Integration Next-Generation Integrated Procurement Applications Elements of Buy-Side e-Procurement Solutions Buy-Side Applications for the Procurement Professional Elements of Sell-Side e-Procurement Solutions	05

Text Books:

1. Electronic Commerce : A Managers Guide, Ravi Kalakota, Andrew B. Whinston, Pearson Education
2. E-Business: Roadmap For Success, Kalakota R, Pearson Education

Reference Books:

1. E-business & commerce (Strategic Thinking & Practice), Brahm Canzer, dreamtech
2. E-commerce Foundations and Applications, HENRY CHAN, RAYMOND LEE, THARAM DILLON, ELIZABETH CHANG, Wiley India