RAJIV GANDHI PROUDYOGIKI VISHWAVIDYALAYA, BHOPAL

New Scheme Based On AICTE Flexible Curricula

Computer Science & Information Technology, V-Semester

Open Elective CSIT- 504 (C) Web Technology & E Commerce

UNIT-1 Introduction to building blocks of electronic commerce: Internet and networking. Technologies, IP addressing, ARP, RARP, BOOTP, DHCP, ICMP, DNS, TFTP, TELNET.

Unit-2 Static and dynamic web pages, tiers, plug-ins, frames and forms. Exposure to Markup languages, HTML, DHTML, VRML, SGML, XML etc. CGI, Applets & Serve-lets, JSP & JAVA Beans, active X control, ASP cookies creating and reading cookies, semantic web, semantic web service ontology Comparative case study of Microsoft and JAVA technologies, web server scalability,.Distributed objects, object request brokers, component technology, Web services, Web application architectures, Browsers, Search engines.

Unit-3 Introduction to e-commerce: History of e-commerce, e-business models B2B, B2C, C2C, C2B, legal; environment of e-commerce, ethical issues, electronic data interchange, value chain and supply chain, advantages and disadvantages of e-commerce.

Unit-4 Electronic Payment Systems: Credit cards, debit cards, smart cards, e-credit accounts, e-money, Marketing on the web, marketing strategies, advertising on the web, customer service and support, introduction to m-commerce, case study: e-commerce in passenger air transport.E-Government, theoretical background of e-governance, issues in e-governance applications, evolution of e-governance, its scope and content, benefits and reasons for the introduction of e-governance

Unit-5 E-Government systems security: Challenges and approach to e-government security, security concern in e-commerce, security for server computers, communication channel security, security for client computers.

References:

1. Web Technology, Achyut Godbole, Atul Kahate, TMH

2. Henry Chan, Raymond Lee, Tharam Dillon , E-Commerce Fundamental and Applications, Willey Publication.

3. Minoli & Minoli, Web Commerce Technology Hand Book, TMH

4. Satyanarayana, E-Government, PHI

5. Uttam K: Web Technologies, Oxford University Press.

6. G. Winfield Treese, Lawrence C. Stewart, Designing Systems for Internet Commerce, Longman Pub.

7. Charles Trepper, E Commerce Strategies, Microsoft Press