RAJIV GANDHI PROUDYOGIKI VISHWAVIDYALAYA, BHOPAL

New Scheme Based On AICTE Flexible Curricula

Computer Science & Information Technology, VII-Semester

Open Elective CSIT – 703(A) E- Commerce & Web Technology

Objective:
1. Discuss fundamentals of web technology and e-commerce, types and applications.
2. Evaluate the role of the major types of information systems in a business environment and their relationship to each other
3. Assess the impact of the Internet and Internet technology on business electronic commerce and electronic business
4. Identify the major management challenges for building and using information systems and learn how to find appropriate solutions to those challenges.
5. Learn strategies for e-commerce, Mobile Commerce, Wireless Application Protocol, WAP technology and Mobile Information devices.

Course Outcomes: After the completion of this course, the students will be able to:
1. Understand the basic concepts and technologies used in the field of ecommerce.
2. Understand the processes of developing and implementing information systems.
3. Understand and apply the advance technology for e commerce.
4. Understand the basic building blocks for ecommerce.
5. Understand the role of different technologies for developing web pages.

UNIT I
Electronic Commerce and physical Commerce: Different type of e-commerce, e-commerce scenarios, advantages of e-commerce. Business models: Feature of B2B e-commerce, Business models, Integration. E-Services: category of e-services, Web- enabled services, Matchmaking services, and information-selling on the web.

UNIT II
Internet payment system: Characteristics of payment system, 4C payments methods, SET Protocol for credit card payment, E-cash, E-check, Micro payment system, Overview of smart card, overview of Mondex. E-Governance: E-Governance architecture, Public private partnership, Readiness, Security, Cyber Crime and Law, IT Act

UNIT III
Advanced technologies for e-commerce: Introduction to mobile agents. WAP: the enabling technology : The WAP model, WAP Architecture, Benefit of WAP to e-commerce.Web Security, Encryption Schemes, Secure Web documents, Digital signatures and firewalls.

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

UNIT V

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.
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Recommended Books:

1. Henry Chan, Raymond Lee, Tharam Dillon, E-Commerce Fundamental and Applications, Willey Publication.
2. Minoli & Minoli, Web Commerce Technology Hand Book,TMH
3. Satyanarayana, E-Government, PHI
4. Web Technology, Achyut Godbole, Atul Kahate, TMH
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