

IT8005 ELECTRONIC COMMERCE

DETAILED SYLLABUS

OBJECTIVES:

- To Learn the E-Commerce Platform and its concepts
- To Understand the Technology, infrastructure and Business in E-Commerce
- To Understand the Security and Challenges in E-Commerce
- To Build an Own E-Commerce using Open Source Frameworks

UNIT I INTRODUCTION TO E-COMMERCE AND TECHNOLOGY INFRASTRUCTURE

Working of Web - HTML Markup for Structure - Creating simple page - Marking up text - Adding Links - Adding Images - Table Markup - Forms - HTML5

UNIT II BUILDING AN E-COMMERCE WEBSITE, MOBILE SITE AND APPS

Systematic approach to build an E-Commerce: Planning, System Analysis, System Design, Building the system, Testing the system, Implementation and Maintenance, Optimize Web Performance – Choosing hardware and software – Other E-Commerce Site tools – Developing a Mobile Website and Mobile App

UNIT III E-COMMERCE SECURITY AND PAYMENT SYSTEMS

E-Commerce Security Environment – Security threats in E-Commerce – Technology Solutions: Encryption, Securing Channels of Communication, Protecting Networks, Protecting Servers and Clients – Management Policies, Business Procedure and Public Laws - Payment Systems

UNIT IV BUSINESS CONCEPTS IN E-COMMERCE

Digital Commerce Marketing and Advertising strategies and tools – Internet Marketing Technologies – Social Marketing – Mobile Marketing – Location based Marketing – Ethical, Social, Political Issues in E-Commerce

UNIT V PROJECT CASE STUDY

Case Study: Identify Key components, strategy, B2B, B2C Models of E-commerce Business model of any e-commerce website - Mini Project: Develop E-Commerce project in any one of Platforms like Woo-Commerce, Magento or Open cart

TEXT BOOK:

1. Kenneth C. Laudon, Carol Guercio Traver —E-Commercell, Pearson, 10th Edition, 2016

REFERENCES

1. <http://docs.opencart.com/>
2. <http://devdocs.magento.com/>
3. <http://doc.prestashop.com/display/PS15/Developer+tutorials>

Diploma, Anna Univ UG & PG Courses

Notes

Syllabus

Question Papers

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www.AllAbtEngg.com

4. Robbert Ravensbergen, —Building E-Commerce Solutions with WooCommerce, PACKT, 2nd Edition