



# GUJARAT UNIVERSITY

## BCA IV SYLLABUS

<b>COURSE TITLE</b>	<b>E-COMMERCE</b>
<b>COURSE CODE</b>	<b>CC-211</b>
<b>COURSE CREDIT</b>	<b>3</b>
<b>Session Per Week</b>	<b>4</b>
<b>Total Teaching Hours</b>	<b>40 HOURS</b>

### AIM

To develop the skill about the basic and important terminology of Internet.  
To make the students able for web site design fundamentals using HTML scripting.

### LEARNING OUTCOMES

On the completion of the course students will:

1. Understand the meaning and syntax of different tags of HTML5
2. Learn the basic differences between HTML and HTML5
3. Understand the basic internet terminology and technology
4. To design web pages using simple and advanced tags of HTML5.
5. To understand the fundamental concept of Google AdSense and Analytics.

### DETAIL SYLLABUS

UNIT	TOPIC / SUB TOPIC	TEACHING HOURS
1	Introduction to E-Commerce	10
	<ul style="list-style-type: none"><li>• E-Commerce: The revolution is just beginning<ul style="list-style-type: none"><li>o What is E-Commerce?</li><li>o The difference between E- Commerce and E-Business</li><li>o Eight Unique Features of E-Commerce Technology</li><li>o Introduction to Web 2.0</li><li>o Types of E-Commerce</li></ul></li></ul>	3
	The Internet and World Wide Web : E-Commerce Infrastructure	

	<ul style="list-style-type: none"> <li>• <b>The Internet: Technology Background</b> <ul style="list-style-type: none"> <li>o The Evolution of the Internet 1961 – the Present</li> <li>o The Internet : Key Technology Concepts</li> <li>o Other Internet Protocols and Utility Programs</li> </ul> </li> <li>• <b>The Internet Today</b> <ul style="list-style-type: none"> <li>o The Internet Backbone</li> <li>o Internet Exchange Points</li> <li>o Campus Area Networks (CANs)</li> <li>o Internet Service Providers</li> <li>o Internets and Extranets</li> </ul> </li> <li>• <b>Introduction to Internet 2</b></li> <li>• <b>The Internet and the Web: Features</b> <ul style="list-style-type: none"> <li>o E-mail</li> <li>o Instant Messaging</li> <li>o Search Engines</li> <li>o Intelligent Agents (Bots)</li> <li>o Online Forums and Chat</li> <li>o Streaming Media</li> <li>o Cookies</li> </ul> </li> </ul>	<b>7</b>
2	<b>Online Security and Payment System</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>• <b>The E-Commerce Security Environment</b> <ul style="list-style-type: none"> <li>o Scope of the problem</li> <li>o What is good E-commerce security?</li> <li>o Dimensions of E-commerce security</li> <li>o The tensions between security and other values</li> </ul> </li> <li>• <b>Security Threats in the E-Commerce Environment</b> <ul style="list-style-type: none"> <li>o Malicious code</li> <li>o Unwanted programs</li> <li>o Phishing and Identity theft</li> <li>o Hacking and Cyber vandalism</li> <li>o Credit Card Fraud/Theft</li> <li>o Spoofing and Spam Web Sites</li> <li>o Sniffing</li> <li>o Insider attacks</li> <li>o Poorly designed server and client software</li> </ul> </li> <li>• <b>Technology solution</b> <ul style="list-style-type: none"> <li>o Protecting Internet communications</li> <li>o Encryption (excluding: limitation of encryption solutions)</li> </ul> </li> </ul>	<b>10</b>

3	<b>Payment Systems, Social Networks and Online Auctions</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>• <b>Types of Payment systems</b> <ul style="list-style-type: none"> <li>o Cash</li> <li>o Checking transfer</li> <li>o Credit card</li> <li>o Accumulating balance</li> </ul> </li> <li>• <b>E-Commerce payment systems</b> <ul style="list-style-type: none"> <li>o Online credit card transaction</li> <li>o Digital wallets</li> <li>o Digital cash</li> <li>o Online stored value systems</li> <li>o Digital accumulating balance payment systems</li> <li>o Digital checking payment systems</li> <li>o Wireless payment systems</li> </ul> </li> </ul>	<b>5</b>
	<b>Social Networks, Auctions and Portals</b>	
	<ul style="list-style-type: none"> <li>• <b>Social Networks and Online Communities</b> <ul style="list-style-type: none"> <li>o What is online social network?</li> <li>o Difference between Social networks and Portals</li> <li>o Social network features and technologies</li> <li>o The future of social networks</li> </ul> </li> <li>• <b>Online Auctions</b> <ul style="list-style-type: none"> <li>o Defining and measuring the growth of auctions and dynamic pricing</li> <li>o Why are Auctions so popular? Benefits and costs of</li> <li>o Auctions(excluding: market-maker benefit)</li> <li>o Types and examples of Auctions</li> </ul> </li> </ul>	<b>5</b>
4	<b>Ethical, Social and Political issues in E-commerce</b>	<b>10</b>
	<ul style="list-style-type: none"> <li>• <b>Understanding Ethical, Social and Political Issues in ECommerce</b> <ul style="list-style-type: none"> <li>o A model for organizing the issues</li> <li>o Basic ethical concepts: responsibility, accountability and liability</li> <li>o Analyzing ethical dilemmas</li> <li>o Candidate ethical principles</li> </ul> </li> <li>• <b>Intellectual property rights</b> <ul style="list-style-type: none"> <li>o Types of Intellectual property protections</li> <li>o Copyrights: the problem of perfect copies and encryption</li> <li>o Patents: business methods and processes</li> <li>o Trademark: online infringement and dilution</li> </ul> </li> <li>• <b>Governance</b> <ul style="list-style-type: none"> <li>o Public government and law</li> <li>o Introduction to Taxation</li> </ul> </li> </ul>	
<b>TEXT BOOK/S:</b>		
<b>E-Commerce – Business, Technologies, Society (2008), 4th Edition</b> <b>Publication: Pearson</b> <b>Kenneth C. Laudon, Carol Guercio Traver</b>		
<b>REFERENCE BOOKS:</b>		

1. E-Commerce Strategy, Technology and Implementation

Publication: Cengage Learning

By Gary P. Schneider

2. Electronic commerce

Publication: TATA Mc Graw Hill

By Bharat Bhasker

3. Electronic Commerce A Managers' Guide

Publication: Pearson

By Ravi Kalakota, Andrew B. Whinston

4. Electronic Commerce A simplified Approach

Publication: JAICO

By Munesh Chandra Trivedi

5. e-Business 2.0

Publication: Pearson

By Ravi Kalakota, Marcia Robinson

**WEB RESOURCES:**

**REQUIRED SOFTWARE/S**