e-Business Systems

Course Code: MCA-225   **L T C**
Course Name: e-Business Systems   **3 1 4**

INSTRUCTIONS TO PAPER SETTERS:
1. Question No. 1 should be compulsory and cover the entire syllabus. There should be 10 questions of short answer type of 2.5 marks each, having at least 2 questions from each unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions to evaluate analytical/technical skills of candidate. However, student may be asked to attempt only 1 question from each unit. Each question should be of 12.5 marks, including its subparts, if any.
3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the question paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:
In this course, the learners will be able to develop expertise related to the following:-
1. e-business and its applications to Information Technology.
2. Security over internet and data privacy issues.
3. Varied Payment systems and e-business models.
4. Various online strategies for e-business.

PRE-REQUISITES:
1. Basics of computers
2. Basics of online applications
3. Business-Concepts

COURSE OUTCOMES (COs):
After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level	Mapping to PO #
CO1	Define the concepts of e-business and e-commerce and the related information technology and web-based tools.	BTL1	PO1, PO2
CO2	Identify Security aspects of e-business-online threats, security protocols and understand and apply cryptographic applications for securing the e-businesses and data privacy.	BTL3	PO1, PO2, PO3, PO5, PO6, PO7
CO3	Examine various e-business models, revenue models, electronic payment systems and electronic fund transfers.	BTL4	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9, PO10, PO11
CO4	Create effective strategies for e-business, and mobile commerce while adapting to the	BTL6	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8,

	emerging trends in e-business.		PO9, PO10, PO11

UNIT – I
No. of Hours: 10   **Chapter / Book Reference: TB1 [Chapters 1-3]**
Introduction to e-business: Electronic Business, Electronic Commerce, Electronic Commerce Models, Types of Electronic Commerce, Value Chains in Electronic Commerce, E-Commerce in India. Internet, World Wide Web, Internet Architectures, Internet Applications, Web Based Tools for Electronic Commerce, Intranet, Composition of Intranet, and extranet, ERP and Web application comparison.

UNIT – II
No. of Hours: 10   **Chapter / Book Reference: TB3 [Chapters 1, 2, 6,10,11,14,15,16]**
Security Threats to e-business: Security Overview, Electronic Commerce Threats, Data Privacy Issues.
Cryptography: Encryption, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Prominent Cryptographic Applications.
Security Protocols over Public Networks: HTTP, SSL, Firewall as Security Control, Public Key Infrastructure (PKI) for Security.

UNIT – III
No. of Hours: 10   **Chapter / Book Reference: TB2 [Chapters 3, 6]**
Electronic Payment System: Concept of Money, Electronic Payment System, Types of Electronic Payment Systems, Electronic Data Interchange, Infrastructure Issues in EPS, Electronic Fund Transfer.

UNIT – IV
No. of Hours: 10   **Chapter / Book Reference: TB1 [Chapters 3,4,6]**
e-Business Applications & Strategies: Business Models & Revenue Models over Internet, Emerging Trends in e-Business, e-Governance, Digital Commerce, Mobile Commerce, Strategies for online Business Models.

TEXT BOOKS:
TB1. Schneider Gary P. and Perry, James T, "Electronic Commerce", Thomson Learning, 1st Edition, 2000.
TB2. Bajaj, Kamlesh K and Nag, Debjani, "E-Commerce: The Cutting Edge of Business", Tata McGraw Hill, 1st Edition, 1999.
TB3. William Stallings, "Cryptography & Network Security-Principles & Practices", Prentice Hall, 4th Edition, 2005.

REFERENCE BOOKS:
RB1. Rayport and Jaworksi," Introduction to E-Commerce", Mcgraw-Hill /Irwin Series in Marketing, 2nd Edition, 2003.
RB2. Dave   Chaffey,"   E-Business   and   E-Commerce   Management–Strategy, Implementation and Practice", Prentice Hall, 4th Edition, 2011.
RB3. Micheal Shaw, Robert Blanning, Troy Strader, "Handbook on Electronic Commerce", Springer, 1st Edition, 2012.

RB4. Donal O'Mahony, Michael A. Peirce, Hitesh Tewari, "Electronic Payment Systems for E-commerce", Artech House, 2nd Edition, 2007.

RB5. Whitley, David, "e-Commerce Strategy, Technologies and Applications", Mcgraw-Hill, 1st Edition, 2001.

e-Business Systems Lab.

Course Code: **MCA-265 (Lab. based on Core Elective – II)**   **L T/P C**
Course Name: **e-Business Systems Lab.**   **0 2 1**

LEARNING OBJECTIVES:
In this course, the learners will be able to develop working expertise of e-Business and e-Commerce systems.

COURSE OUTCOMES (COs):
After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level	Mapping to PO #
CO1	Model an appropriate Business model for a proposed website	BTL3	PO1, PO2, PO3, PO5
CO3	Distinguish varied online payment methods	BTL4	PO1, PO2, PO3, PO4, PO5
CO4	Assess varied e-commerce software's	BTL5	PO1, PO2, PO3, PO4, PO5, PO6, PO10
CO5	Create an e-commerce website and compare it with similar existing websites	BTL6	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9, PO10, PO11