

COURSE FILE

Web Technology and E-commerce

Course: MBA-II

Subject Code: RMB IT 02

Faculty Name: Varun Modi

SYLLABUS

Course Objective:

To impart knowledge about basic concepts, significance, categories and implementation of e-business.

The course prepares students, as future managers, to critically assess the impact of information systems on the E-Business. It also introduces those skills required in order to manage online environments and projects

UNIT I (8 Hours) Introduction to Google analytics Introduction and Web Development Strategies, History of Web and Internet, Protocols governing Web, Adding website profiles,demographics, Visitors ,Traffic sources, content ,Setting goals and custom ,porting , Sitemap, diagnostics for errors.

UNIT II (7Hours) Web Commerce Models :Definition, scope and significance of web Commerce, Business Models - Business to consumer (B2C), Business to business (B2B), Consumer to consumer (C2C), Peer to peer business model, m – Commerce business model, E – Governance (G2C, G2B, G2G).

UNIT III (8 Hours) e – Marketing and Trade : Understanding internet audience and online consumer behavior, Internet marketing technologies, e – retailing, Online market research, Online marketing communications, Data warehouse and data mining, e - Customer relationship management, Online advertising, Online branding strategies, Online pricing strategies, Website as a marketing communication tool.

Unit IV (5 Hours) Online Payment System and Security Working of Electronic payment systems, Online banking, Advantages and limitations, Mobile commerce, Mobile banking, concept of Digital cash and plastic money, Debit and Credit cards, Security threats in online environment, Elements of good Ecommerce security, Protecting internet Communication, E-commerce security plan.

Unit V (8 Hours) Web Page Designing: Introduction to HTML ,Web Publishing :-Contents – Blocks, Text, Form Elements,Links – To a page, Within Page, To a Site, Links And Images – Image Mapping- Server Side, Client Side, Layout – List (OL, UL, DL) - Tables- Frames (Nested, I Frame) Head Elements – Base Font, Meta Tags, Scripts, Introduction to Joomla (open Source)

LIST OF REFERENCES

- COURSE NOTES

- ESSENTIAL BOOKS (TEXTBOOKS)
 - **T1:** Laudon, Kenneth C, and Traver Carol G; E-Commerce – Business. Technology Society, Pearson Education.
 - **T2:** The Complete Reference to HTML - Thomas Powell 3.AvinashKaushik ,Web analytics ; wiley publication.

- RECOMMENDED BOOKS
 - **T3:** Kalakota R; “Electronic Commerce – Frontiers of E – Commerce”, Pearson

- REFERENCE BOOKS
 - **R1:** Turban, Efraim, Lee Jae, King David and Chung Michael; “Electronic Commerce – A Managerial Perspective”, AddisonWesley

LECTURE PLAN FOR RMB IT 02

UNIT	TOPIC	TIME (In Hours)	Ref.
1	Introduction to Google analytics Introduction and Web Development	1	T1, T2, NOTES
1	History of Web and Internet, Protocols governing Web	2	T1, T2, NOTES
1	Adding website profiles,demographics, Visitors ,Traffic sources, content	3	T1, T2, NOTES
1	Setting goals and custom ,porting , Sitemap, diagnostics for errors	2	T1, T2, NOTES
2	Web Commerce Models :Definition, scope and significance of web Commerce	1	T1, NOTES
2	Business Models - Business to consumer (B2C), Business to business (B2B), Consumer	2	T1, NOTES
2	Peer to peer business model	1	T1, NOTES
2	– Commerce business model, E – Governance (G2C, G2B, G2G)	3	T1, NOTES
3	e – Marketing and Trade : Understanding internet audience and online consumer behavior	1	T2, R1
3	Internet marketing technologies, e – retailing	1	T2, R1
3	Online market research, Online marketing communications	1	T2, R1
3	Data warehouse and data mining	3	T2, R1
3	e - Customer relationship management, Online advertising, Online branding strategies, Online pricing strategies	1	T2, R1
3	Website as a marketing communication tool	1	T2, R1

4	Online Payment System and Security Working of Electronic payment systems	1	T1, T3
4	Online banking, Advantages and limitations	1	T1, T4
4	Mobile commerce, Mobile banking, concept of Digital cash and plastic money	1	T1, T5
4	Debit and Credit cards, Security threats in online environment	1	T1, T6
4	Elements of good Ecommerce security	1	T1, T7
4	Protecting internet Communication, E- commerce security plan	1	T1, T8
5	Web Page Designing: Introduction to HTML , Web Publishing	1	NOTES
5	Contents – Blocks, Text, Form Elements	2	NOTES
5	Links – To a page, Within Page, To a Site	1	NOTES
5	Links And Images – Image Mapping- Server Side	1	NOTES
5	Client Side, Layout – List (OL, UL, DL)	1	NOTES
5	Tables- Frames (Nested, I Frame) Head Elements – Base Font, Meta Tags, Scripts	1	NOTES
5	Introduction to Joomla (open Source)	2	NOTES

