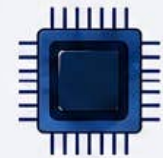
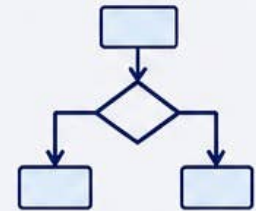




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Syllabus



GOEC Theory3: E-Business

Level	Semester	Course Code	Course Name	Credits	Teaching Hours	Exam Duration	Max Marks
4.5	II	109273/ 110273/ 112273/123273/ 134273/135273/ 138273	E-Business	2	30	2 Hrs.	30

Course Objectives:	1. To understand how C++ improves C with object-oriented features 2. Describe the procedural and object-oriented paradigm with concepts of streams, classes, functions, data and objects. 3. To learn the syntax and semantics of the C++ programming language. 4. To learn how to design C++ classes for code reuse. 5. Perform programming on functions, inline functions, constructor and destructor. 6. Perform programming on the concept of function overloading, operator overloading, virtual functions and polymorphism.					
Course Outcomes:	On completion of the following syllabus the students will be able to- 1. Define and identify the fundamental knowledge about object-oriented programming. 2. Declare and describe the concepts of abstraction, encapsulation, inheritance and polymorphism. 3. Implement Object Oriented Programming Concepts in C++. 4. To be able to develop applications in C++. 5. Demonstrate employability skills through the development of programming projects.					
Unit System	Contents	Workload Allotted	Weightage of Marks Allotted	In corporation of Pedagogies		
Unit I	Introduction to E-Commerce: Introduction, E-Commerce – Definition, History of Ecommerce, Online Extension of a BAM Model, Transition to E-Commerce in India, E-Commerce v/s Traditional Commerce, E - Commerce v/s E - Business. Electronic Commerce – Cutting Edge Technologies, Strengths, Weakness, Opportunities and Challenges of E-Commerce, Components of E-Business	8 Hrs.	8 Marks	Use any pedagogical technique suitable for the topic		
Unit II	E-Commerce Business models – B2C, B2B, C2B, C2C, B2G, C2G., Brokerage, Advertising, Infomediary, Merchant, Manufacturer (Direct), Affiliate, Community, Subscription, Utility. Ecommerce Business Revenue Models & Types, Impact of E-Commerce on business, Successful Business Models in India.	7 Hrs.	7 Marks			
Unit III	EDI: Electronic Data Interchange (EDI): Meaning & Definition, History & Evolution, Uses, EDI Standards, EDI Working Concept, Implementation difficulties of EDI, Financial EDI, EDI and	8 Hrs.	8 Marks			

	Internet, EDI services			
Unit IV	Hardware and Software for E Business: Web Servers – Browsers – Server Software– Web Authoring Tools Database System - World Wide Web – Domain Name – Hardware requirements, Brief on Shopping Cart, Point of Sale, Wireless Payment Device,	7 Hrs.	7 Marks	

References:	▪ Kalakota Ravi and A. B. Whinston : Frontiers of Electronic Commerce, Addison Wesley ▪ Raydu – E Commerce, HPH ▪ Agarwala K. N. and DeekshaArarwala : Business on the Net – Bridge to the online store front, Macmillan, New Delhi. ▪ Agarwala K.N and Deeksha Ararwala: Business on the Net – Whats and Hows of E-Commerce.
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Assessment Rubric: GOEC Theory-3 - Internal for Theory Course

SANT GADGE BABA AMRAVATI UNIVERSITY, AMRAVATI THEORY EXAMINATION B.Sc. I, SEMESTER – II (NEP)			
Theory	Course Code: 109273/ 110273/ 112273/123273/ 134273/135273/ 138273	Course Title: E-Business	Max Marks: 20
Sr. No.	Assessment Criteria	Marks	
1	Any Two of the Activity (weekly or monthly assignment/ Unit Test/Class Test) (CAT-1)	10	
2	Any One of the Activity includes Open Book Test, MCQ Tests, / Theory related Class activity/Task etc.) etc. (CAT-2)	5	
3	Participation in any one Activity includes Quiz, Seminar, Group Discussion, Industry visit, CaseStudy, Mini project, innovative work, etc. based on Theory Course. Involvement in subject related activities such as Conference, Workshop, Coding Competitions etc. (CAT-3)	5	