



Sardar Patel Institute of Technology

Bhavan's Campus, Munshi Nagar, Andheri (West), Mumbai-400058-India
(Autonomous Institute Affiliated to University of Mumbai)

Course Code	Course Name	Teaching Scheme (Hrs/week)			Credits Assigned			
		L	T	P	L	T	P	Total
ITT7053	E-Commerce & E-Business	--	--	2	--	--	1	1
		Examination Scheme						
		ISE		ESE		Total		
				Practical	Oral			
		40	-	20	60			

Pre-requisite Course Codes	ITC7053 (E- Commerce & E-Business)		
After successful completion of the course, student will be able to:			
Course Outcomes	CO1	Analyze the method to design and implement an e-commerce system.	
	CO2	Differentiate the marketing and business strategies.	
	CO3	Relate the concept of finance in e-commerce	
	CO4	Identify the challenges of e-business and define the e-business structure.	

Exp. No.	Experiment Details	Ref.	Marks
1.	To study on different types of e-commerce website and formulating a case to design your own e-commerce website.	1-6	5
2.	Design home page for e-commerce website using dream weaver.	1-6	5
3.	To install and use Xampp for connecting front end to backend. And FORM VALIDATION USING AJAX.	1-6	5
4.	To implement and manage sessions using php.	1-6	5
5.	To implement a search engine for custom searching products on the site.	1-6	5
6.	To create client and server – side web service using REST.	1-6	5
7.	Case study of M commerce, bit coins and Google app engine	1-6	5
8.	Case study of entry and expansion strategy of Amazon Inc. in India and A Case Study of Flipkart.com Versus Amazon. in	1-6	5
Total Marks			40



Sardar Patel Institute of Technology

Bhavan's Campus, Munshi Nagar, Andheri (West), Mumbai-400058-India
(Autonomous Institute Affiliated to University of Mumbai)

References:

1. Henry Chan, "E-Commerce Fundamentals and application", Wiley publication
2. Gary Schneider , "*Electronics Commerce*", Thomson Course technology
3. Parag Kulkarni , Sunita Jahirabadkar, Pradip Chande, "*E –Business*",Oxford Higher Education, Oxford University Press
4. Dave Chaffey , "*E –business and E –commerce Management*" 3rd edition, Pearson.
5. Laudon, "*E commerce*".
6. David Whitley, "*E-Commerce Strategies, Technology and applications*", Tata McGraw Hill .