



SILVER OAK UNIVERSITY

College of Technology

Bachelor of Technology

Information Technology

Course Name: E commerce and E business with Digital marketing

Course Code:1010103461

Semester: 7th

Prerequisite:

Knowledge of Internet Technologies, Internet Security, Middleware technologies, and Web Services.

Objective:

1. To enable students about the basic concept of E-Commerce & E business.
2. To familiarize students with the elements and concepts of E-Commerce, E-Business, and Digital Marketing.
3. Understand the E-Business and Risk Management Issues

Teaching Scheme:

Teaching Scheme				
L	T	P	Contact Hours	Credit
3	0	2	5	4

Content:

Unit No.	Course Contents	Teaching Hours	Weightage %
1	Fundamental of E-Commerce and E-Business: Meaning & Nature, e-commerce, Origin, Definitions & Meaning, Scope & Goals, Feature, Needs & functions, Significance, Advantages & Disadvantages, limitations of e-Commerce, Transition to E-commerce in India, Essentials of e-Commerce, Limitations of Ecommerce, Types of E-Commerce, E-Commerce practice vs. traditional practice, Technologies used in e-Commerce.	4	10
2	Business models for E - Commerce: Meaning, Definitions, Importance, e-Business Models based on the relationships of Transaction Parties, B2C, B2B, C2C, C2G, G2G, B2G, Social ECommerce, M-commerce, Local E-Commerce, Manufacture Model, Advertising Model, Value Chain Model, Brokerage Model.	7	15

3	E-Business applications, E-Procurement and E- Payment Systems: - Integration and e-Business suits. ERP, e-SCM, CRM, E-Payment. E-Procurement definition, processes, methods and benefits. Discuss the categories and users of smart cards. Describe payment methods in B2B EC	5	14
4	Infrastructure and security of E-Commerce: Internet and its role in E-Commerce, procedure of registering internet domain, establishing connectivity to internet, tools and services of internet, procedure of opening email account on internet, setting up internet security, maintaining secure Information, encryption digital signature.	9	17
5	Marketing strategies & E – Commerce: Website, components of website, Concept & Designing website for E–Commerce, Corporate, Website, Portal, Search Engine, Internet Advertising, Emergence of the internet as a competitive advertising media, Models of internet advertising, Weakness in Internet advertising, Mobile Commerce	6	15
6	Digital Marketing: Digital marketing framework; Digital Marketing mix, Impact of digital channels on IMC. Search Engine Advertising: Pay for Search Advertisements, Ad Placement, Ad Ranks, Creating Ad Campaigns, Campaign Report Generation Display marketing: Types of Display Ads, Buying Models, Programmable Digital Marketing, Analytical Tools, YouTube marketing Social Media Marketing: Introduction to social media platforms, penetration & characteristics; Building a successful social media marketing strategy, Facebook Marketing, LinkedIn Marketing, Twitter Marketing, Instagram and Snapchat, Mobile Marketing:	6	17
7	E-Commerce and E-Business in India: Role of Government in development of ecommerce in India, Problems and opportunities in E-Commerce in India, Legal issues, future of E-Commerce in India, E-Government. Blockchain Technology in E-Commerce: Basics of blockchain technology, its applications in e-commerce, enhancing security and transparency in transactions.	5	12

Course Outcome:

Sr. No.	CO statement	Unit No
CO-1	Define and explain the concepts of E-commerce.	1
CO-2	Describe and categorize the concepts of E-business, E-payment, and various business models.	2 , 3
CO-3	Analyze the concepts of E-commerce security and market strategies.	4 , 5
CO-4	Apply digital marketing concepts and their real-life applications.	6
CO-5	Evaluate the role of E-commerce in real-time business and various sectors.	7

