

# GUJARAT TECHNOLOGICAL UNIVERSITY

M.E. Semester: II

M.E. Information Technology

Subject Name: **Electronic & Mobile commerce technology**  
(Major Elective – II)

Sr.No	Course content
1.	First Things First—The Dawn of a Maturing Industry. The World Wide Web.
2.	The Technology of E-Commerce—Internet Architecture. Intranets and Extranets. Hosting Your Web Site. Mobile Commerce: The Business of Time.
3.	E-Strategies and Tactics—Building E-Presence. Web Site Evaluation and Usability Testing. Internet Marketing. Web Portals and Web Services. Business-to-Business. E-Commerce. E-Core Values: Ethical, Legal, Taxation, and International Issues.
4.	Security Threats and Payment Systems— E-Security and the USA Patriot Act. Encryption: A Matter of Trust. Getting the Money.
5.	Managerial and Customer-Related Issues—Going Online. References. Index.

## Reference Books:

1. Electronic Commerce: From Vision to Fulfillment, 3rd ed. By ELIAS M. AWAD.