

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

Bachelor of Business Administration
BBA (ISM) - Semester-III

Course Code	UM03SEBBS04	Title of the Course	E- Commerce
Total Credits of the Course	2	Hours per Week	2

Course Objectives:	Presents concepts and skills for the strategic use of e-commerce and related information technology from three perspectives: business to consumers, business-to-business, and intra organizational.
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Course Content		
Unit	Description	Weightage* (%)
1.	Electronic Commerce Fundamentals Definition of Electronic Commerce-Benefits and Limitation of EC, Internet Intranet and Extranet Architecture of the Internet, Internet Client server Applications	50%
2.	Electronic –commerce & Electronic Payment System Electronic Payment System-Electronic Payment Protocols-Security schemes in electronic payment system: Transaction certificate and time stamp Electronic credit card system on the internet Electronic fund transfer and debit card on the internet.	50%

Teaching-Learning Methodology	Information and Communication Technology (ICT) in education is the mode of education that use information and communications technology to support, enhance, and optimize the delivery of information.
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Evaluation Pattern As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	50%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	
3.	University Examination	50%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Demonstrate an understanding of the foundations and importance of E-commerce
2.	Describe the key features of Internet, Intranets and Extranets and explain how they relate to each other.
3	Analyze the impact of E-commerce on business models and strategy
4	Describe Internet trading relationships including Business to Consumer, Business to-Business, Intra-organizational.

Suggested References:	
Sr.No.	References
1.	Electronic Commerce A Managerial Perspective By: EfrainTurban ,Jae Lee, David King, H.Michael Chung.
2.	Electronic Commerce 2004 A Managerial Perspective By: EfrainTurban ,Jae Lee, David King, Dennis Viehland.
3.	Electronic Commerce 2010 A Managerial Perspective By: EfrainTurban ,Jae Lee, David King, Dennis Viehland.
On-line resources to be used if available as reference material	
On-line Resources	
1.	
2.	
