SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11)
Syllabus with effect from the Academic Year 2024-2025
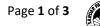
Bachelor of Business Administration
B.B.A (ITM) Semester-III

Course Code	UM03SEBBI03	Title of the Course	Fundamentals of E-Commerce
Total Credits of the Course	02	Hours per Week	02

Course Objectives:	An introduction to E-Commerce for business and management. • To familiarize students with Framework of EC, classification of E-Commerce. • Analyze the impact of E-commerce on business. • Describe the major types of E-commerce. • Explain the process that should be followed in building an E-commerce presence. • Aware the various electronic payment system in e-commerce transactions.

Course Content		
Unit	Description	Weightage*(%)
1.	**Electronic Commerce** Introduction & Definition of E-Commerce, Definition of EC from various perspective, Framework of EC, Benefits & Limitations of EC, Impacts of EC (Marketing, Manufacturing, Finance & Accounting, Human Resource), Classification by the nature of transaction (B2B, B2C, C2C, C2B, non-business EC, Intra business EC), Introduction to Business Model, Eight key ingredients of Business Model, Major B2C & B2B Business Model	50%
2.	**Business Models** Business Model in emerging E-Commerce Area (C2C Business Model, P2P, m-Commerce), Unique features of E-Commerce Technology, Electronic Market Places, Types of E-Market Places, E-Supply Chains (Definition, Concepts & Parts), Electronic Payment System (Electronic Credit Card System – Players & Process, Debit Card, Smart Card, E-Check System)	50%

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g Power Point presentation, Audio-Visual Presentation),lectures, group discussions, assignments , case Study and browsing e- resources

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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	50%
2.	University Examination	50%

Course Outcomes: Having completed this course, the learner will be able to	
1.	E-commerce case study analysis
2.	Describe how procurement and supply chains relate to B2B E-commerce
3.	Analyse the impact of E-commerce on business models and strategy
4.	Describe the major types of E-commerce.

Suggested References:	
Sr. No.	References
1.	Effraim Turban, David King, Dennis Viehland, Jae Lee, "Elecronic Commerce – A Managerial Perspective", Pearson Education, 4th Ed.
2.	Kenneth C Laudon, Carol Guercio, Traver, "E-Commerce – Business, Technology, Society", Pearson Education
3.	G.S.V. Murthy, "E-Commerce – Concepts, Models, Strategies", Himalaya Publishing House
4.	Chand, "E-Commerce, Fundamentals & Applications", Wiley

On-line resources to be used if available as references material:
On-line resources:
https://www.tutorialspoint.com/e_commerce/index.htm

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https://www.geeksforgeeks.org/e-commerce/

https://blog.templatetoaster.com/what-is-ecommerce/

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