

SARDAR PATEL UNIVERSITY
Programme: BBA (Honours) (Hospitality Management) (3 Years)
Semester: IV
Syllabus with effect from: December – 2016

Paper Code: UM04EBBH01	Total Credit: 3
Title Of Paper: E-Commerce	

Unit	Description in detail	Weighting (%)
1	Introduction to E-Commerce <ol style="list-style-type: none"> 1. Definition: Communication Perspective, Business Process Perspective, Service Perspective, Commercial Perspective, Learning Perspective, Collaborative Perspective and Community Perspective. 2. Framework of E-Commerce 3. Benefits & Limitations of E-Commerce 4. Classification of EC by nature of transaction 5. Seven unique features of E-Commerce 	25%
2	E-Commerce Business Models <ol style="list-style-type: none"> 1. Introduction 2. Eight Key Ingredients of a Business Model <ol style="list-style-type: none"> i. Value Proposition ii. Revenue Model iii. Market Opportunity iv. Competitive Environment v. Competitive Advantage vi. Market Strategy vii. Organizational Development viii. Management Team 3. Major B2C Business Models <ol style="list-style-type: none"> i. Portal ii. E-tailer iii. Content Provider iv. Transaction Broker v. Market Creator vi. Service Provider vii. Community Provider 	25%
3	Internet Marketing & Advertising, E-Marketplace & E- Payments <ol style="list-style-type: none"> 1. Mass Marketing, Market Segmentation and One-to-One Marketing 2. Web Advertising 3. Online Advertising Methods 4. Electronic Marketplaces and Market space Components 5. Types of E-Marketplaces 6. Electronic Payment Systems: Electronic Credit Card System (Players & Process), Debit Card, Smart Card and E-Check system 	25%
4	Launching a Successful On-Line Business <ol style="list-style-type: none"> 1. Introduction of Business Formation and the Process in brief 2. Classification of Websites 3. Building the website and its process and evaluation 4. Website Hosting (options, contract, domain name and its features) 5. Content Creation, Delivery and Management 6. Web Site Design 7. Website Construction 8. Website Promotion 	25%

Basic Text & Reference Books:

- ⇒ Electronic Commerce : A Managerial Perspective (2006), 4th Edition
 - Efraim Turban, David King, Dennis Viehland, Jae Lee, , Pearson Education
- ⇒ Electronic Commerce : A Managerial Perspective
 - Efraim Turban, Jae Lee, David King, H Michael Chung Pearson Education
- ⇒ E-Commerce – Business, Technology, Society
 - Kenneth C Laudon, Carol Guercio Traver Pearson Education