

SARDAR PATEL UNIVERSITY
Programme: BBA. Hons (Hospitality Management) (3 years)
Semester: IV
(Under Choice Based Credit System Based on UGC Guidelines)
Syllabus with effect from: November/December 2019

Paper Code: UM04ABBH21	Total Credits: 3
Title of Paper: E-Commerce	
Objective : The objective of this course is to learn foundation and importance of E-commerce including various business models, E-Payment, E-CRM and preparation of website.	

Unit No.	Description in Detail	Weightage
1	<p>Introduction to E-Commerce</p> <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	<p>E-Commerce Business Models</p> <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	E-Marketplace, E- Payments & CRM <ol style="list-style-type: none"> 1. Electronic Marketplaces and Market space Components 2. Types of E-Marketplaces 3. Electronic Payment Systems: Electronic Credit Card System (Players & Process), Debit Card, Smart Card and E-Check system 4. CRM: Definition, Types, Benefits and Limitations of CRM 	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%

Evaluation : Internal : 40 Marks (Theory)
: External: 60 Marks (Theory) – Two Hours Examination

Reference Books:

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