



**BBA (HONS')(Hospitality Management)**  
**(3 Years) (Hospitality Management) Semester (IV)**

Course Code	UM04ABBH51	Title of the Course	E-Commerce
Total Credits of the Course	3	Hours per Week	3

Course Objectives:	To learn the foundation and importance of E-commerce including various business models, E-Payment, and preparation of the website.
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Course Content		
Unit	Description	Weightage* (%)
1.	<b>Introduction to E-Commerce</b> 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 the transaction	25%
2.	<b>E-Commerce Business Models</b> 1. Introduction 2. Seven Unique Features of E-Commerce Ubiquity Global Reach Universal Standard Richness Interactivity Information Destiny Personalization/ Customisation 3. Eight Key Ingredients of a Business Model	25%
3.	<b>E-Marketplace, E- Payments &amp; CRM</b> 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 E-Check system	25%





<b>4.</b>	<b>Launching a Successful On-Line Business</b>  1. Classification of Websites 2. Building the website <ul style="list-style-type: none"><li>• Process of Building the website</li><li>• Evaluation of website</li></ul> 3. Website Hosting (options, domain name, and its process) 4. Content Creation, Delivery, and Management	<b>25%</b>
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Teaching-Learning Methodology	Theory lecture
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	to learn about e-commerce and e-business.
2.	to learn the basic electronic payment system.





Suggested References:

Sr. No.	References
1.	E-Commerce – Business, Technology, Society by Kenneth C Laudon, Carol Guercio Traver, Pearson Education
2.	Electronic Commerce: A Managerial Perspective (2006), 4th Edition by Efraim Turban, David King, Dennis Viehland, Jae Lee, Pearson Education
3.	Electronic Commerce: A Managerial Perspective by Efraim Turban, Jae Lee, David King, H Michael Chung, Pearson Education

On-line resources to be used if available as reference material

Online Resources

<https://www.economicdiscussion.net/business/e-commerce/31868>

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