

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: V
Syllabus with effect from : JUNE 2013

Paper Code: UM05CBBS01	Total Credit: 3
Title Of Paper: E- commerce - I	

Unit	Description in detail	Weighting (%)
1	Foundation of Electronic Commerce Definition of Electronic Commerce-Benefits and Limitation of EC-The Driving forces of E-Commerce-Everything will be changed	25 %
2	Infrastructure of E Commerce Internet Protocols: TCP-IP, Domain Names, Internet Client server Applications, HTTP, Internet Security: Cornerstones of security, Encryption, Digital Signature, Digital Certificate, Certificate authority, Secure Socket layer	25 %
3	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	25 %
4	Internet Consumer and Market research Building Customer Relationship-Consumer Behavioral Model-Personal characteristics and Demographics of surfers-Consumer Purchasing Decision Making-One to One Relationship marketing-Delivery Customer services in Cyberspace-Intelligent agents for consumers	25 %

Basic Text & Reference Books

- Electronic Commerce A Managerial Perspective
By: Efraim Turban ,Jae Lee, David King, H.Michael Chung.
- Electronic Commerce 2004 A Managerial Perspective
By: Efraim Turban ,Jae Lee, David King, Dennis Viehland.

