

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

Paper Code: UM06CBBS01	Total Credits: 3
Title Of Paper: E-Commerce - II	

Unit	Description in detail	Weightage (%)
1	E-Commerce Marketing & Retailing: Basic Marketing Concept, Internet Marketing Technology, Business Models of Electronic Marketing, Electronic Marketing in B2B, Direct Marketing, Online Customer Service, Electronic Intermediaries, Procedure for Internet Shopping, Aiding Comparison Shopping, The Impact of EC on Traditional Retailing Systems.	25 %
2	Advertisement in Electronic Commerce: Web Advertisement, Internet Advertising Terminology, Why Internet Advertisement, The Internet Versus Traditional Methods, Types of Internet Advertisement, Advertisement Methods: Banners, Splash Screen, Spot Leasing, URL, E-Mail, Chat Rooms, Other Forms.	25 %
3	Electronic Commerce for Service Industries: Employment Placement and The job Market: The Internet job market, Advantage of the Electronic job market, The Limitations of the Electronic job markets Trading Stocks Online: Online Stock Trading, Initial public Offerings (IPOs) and the Internet, Related Markets. Cyber banking and Personal Finance: Implementation Issues in Banking and online Trading, Billing Online.	25 %
4	Intranet and Extranet: Architecture of the Internet, Intranet and Extranet, The internet, The extranet, Application of Internets, Generic functions of internet, Intranet application areas, The Application of Extranets, Benefits of Extranet.	25 %

Basic Text & Reference Books:

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

