

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

Paper Code: UM06CBBS06	Total Credits: 3
Title Of Paper: E-Business Managerial Application	

Unit	Description in detail	Weightage (%)
1	Overview of E-Business: Introduction of E-Business Meaning and Importance of E-Business E-Commerce Framework Difference between E-Business and Traditional Business E-Business as a Strategy Benefits and Barriers in E-Business Business Models for E-Commerce	25 %
2	Marketing in E-commerce Environment: Internet Marketing and its Types Techniques Factor for Successful E-tailing B2B on –line Marketing Effective Web Presence	25 %
3	CRM, SCM and E-Payments: Meaning Scope and Benefits CRM Applications Meaning of SCM Scope & Benefits E-Payments and its Types Security Issues in E-Payments	25 %
4	E-commerce Applications: Strategy Formulation and Implementation E-Governance Tourism and Travels Auctions Data Mining and Data Warehousing.	25 %

Basic Text & Reference Books:

- Electronic Commerce: A Managerial Perspective: By Turban
- Electronic Commerce: A Manager Guide : By Ravi Kalakota
- Electronic Commerce: By Laudon and Traver.

