

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: III
Syllabus with effect from: June-2012

Paper Code: UM03CBB106	Total Credit:3
Title of Paper: E-Commerce	

Unit	Description in detail	Weighting (%)
I	Introduction To E-Commerce Definition: Communication Perspective, Business process Perspective, Service Perspective, Commercial perspective, Learning Perspective, Collaborative Perspective and Community Perspective –Pure V/s Partial EC- Internet V/s Non-Internet EC–Classification of EC by nature of transaction–Benefits –Limitations –Framework of EC–Impacts of EC: Marketing, Manufacturing, Finance and Accounting, Human Resource	25%
II	E-Commerce Business Models Introduction –Eight Key Ingredients of a Business Model: Value Proposition, Revenue Model, Market Opportunity, Competitive Environment, Competitive Advantage, Market Strategy, Organizational Development and Management Team–Major B2C Business Models: Portal, E-tailer, Content Provider, Transaction Broker, Market Creator, Service Provider, Community Provider	25 %
III	E-Marketplace, Scm, E- Payments & Crm Electronic Marketplaces–Marketspace Components–Types of E-Marketplaces E-Supply Chains – Definition, Concepts and Parts Electronic payment systems: Electronic Credit Card system (Players & process)–Debit card-Smart card -E-Check system What is CRM– Types of CRM–Benefits and Limitations of CRM–Issues in CRM implementation–Classifications of CRM applications	25 %
IV	Launching A Successful On-Line Business Introduction of Business Formation and the process in brief–Classification of websites–Building the website and its process and evaluation–Website hosting (options, contract, domain name and its features)–Content Creation, Delivery and Management–Web Site design— Website Construction - Website promotion	25%

Basic Text & Reference Books:

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

