

**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar**  
**B. B. A. (Honours) Information Technology Management Program**  
**Semester – III**  
**UM03FBBI02 Fundamentals of E-Commerce**  
**(w.e.f. June 2016)**

**Total Credits: 3**  
**Total Marks: 100**

**Theory: 3 Hrs. per week**  
**All units carry equal weightage.**

**Unit - 1 Introduction to E-Commerce (EC) 25%**  
Introduction & Definition of E-Commerce, Definition of EC from various perspective, Framework of EC, Benefits & Limitations of EC, Impacts of EC (Marketing, Manufacturing, Finance & Accounting, Human Resource), Classification by the nature of transaction (B2B, B2C, C2C, C2B, non-business EC, Intra business EC)

**Unit - 2 Business Models in E-Commerce 25%**  
Introduction to Business Model, Eight key ingredients of Business Model, Major B2C & B2B Business Model, Introduction to m-Commerce, Business Model in emerging E-Commerce Area (C2C Business Model, P2P, m-Commerce), Unique features of E-Commerce Technology

**Unit - 3 E-Commerce Payment System 25%**  
Electronic Market Places, Types of E-Market Places, E-Supply Chains (Definition, Concepts & Parts), Electronic Payment System (Electronic Credit Card System – Players & Process, Debit Card, Smart Card, E-Check System)

**Unit - 4 Customer Relationship Management (CRM) 25%**  
CRM: Meaning, Types of CRM, Benefits and Limitations of CRM, Issues in CRM implementation, Classifications of CRM applications, One-to-one marketing (personalization, collaborative filtering, customer loyalty, trust)

**Evaluation:** Internal: 40 Marks  
External: 60 Marks (Two – Hours Examination)

**References Books:**

1. **Effraim Turban, David King, Dennis Viehland, Jae Lee**, “Electronic Commerce – A Managerial Perspective”, Pearson Education, 4<sup>th</sup> Ed.
2. **Kenneth C Laudon, Carol Guercio, Traver**, “E-Commerce – Business, Technology, Society”, Pearson Education.
3. **G.S.V. Murthy**, “E-Commerce – Concepts, Models, Strategies”, Himalaya Publishing House
4. **Chand**, “E-Commerce, Fundamentals & Applications”, Wiley