



Bachelor of Business Administration  
 B.B.A (ITM) Semester-III

|                             |            |                     |                            |
|-----------------------------|------------|---------------------|----------------------------|
| Course Code                 | UM03ABBI71 | Title of the Course | Fundamentals of E-Commerce |
| Total Credits of the Course | 03         | Hours per Week      | 03                         |

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| Course Objectives: | <ul style="list-style-type: none"> <li>• An introduction to information systems for business and management.</li> <li>• To familiarize students with organizational and managerial foundations of systems</li> <li>• Technical foundation for understanding information systems.</li> <li>• Analyse the impact of E-commerce on business models and strategy.</li> <li>• Describe the major types of E-commerce.</li> <li>• Explain the process that should be followed in building an E-commerce presence.</li> <li>• Identify the key security threats in the E-commerce environment</li> </ul> |
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| Course Content |   |               |
|----------------|---|---------------|
| Unit           | Description   | Weightage*(%) |
| 1.             | 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) | 25%           |
| 2.             | 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   | 25%           |
| 3.             | 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)   | 25%           |
| 4.             | 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)  | 25%           |





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| Teaching-Learning Methodology | E-Learning consist of teaching can be based in or out of the Classrooms, the use of computers and the Internet. E-learning definition is defined as providing Training and development to the Students/Employees through various Electronic media such as the Internet, audio, video etc. |
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| Evaluation Pattern |   |           |
|--------------------|---|-----------|
| Sr. No.            | Details of the Evaluation   | Weightage |
| 1.                 | Internal Written / MCQ (As per CBCS R.6.8.3)  | 15%       |
| 2.                 | Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3) | 15%       |
| 3.                 | University Examination  | 70%       |

| Course Outcomes: Having completed this course, the learner will be able to |  |
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| 1.   | Written examinations and/or quizzes;   |
| 2.   | E-commerce case study analysis;  |
| 3.   | Individual or group e-commerce related projects;   |
| 4.   | Presentations;   |
| 5.   | Research assignments;  |
| 6.   | Homework and/or lab assignments that demonstrate the application of appropriate e-commerce technologies. |
| 7.   | Identify the key security threats in the E-commerce environment.   |
| 8.   | In-class interactive role-plays.   |
| 9.   | Describe how procurement and supply chains relate to B2B E-commerce                                      |
| 10.  | Analyse the impact of E-commerce on business models and strategy.  |
| 11.  | Describe the major types of E-commerce.  |
| 12.  | Explain the process that should be followed in building an E-commerce presence.                          |





Suggested References:

| Sr. No. | References   |
|---------|--|
| 1.      | Effraim Turban, David King, Dennis Viehland, Jae Lee, "Electronic Commerce – A Managerial Perspective", Pearson Education, 4th 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  |

On-line resources to be used if available as references material:

On-line resources:

[https://www.tutorialspoint.com/e\\_commerce/index.htm](https://www.tutorialspoint.com/e_commerce/index.htm)

<https://www.geeksforgeeks.org/e-commerce/>

<https://www.geeksforgeeks.org/e-commerce/>

<https://blog.templatetoaster.com/what-is-ecommerce/>

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