

SARDAR PATEL UNIVERSITY
Programme: BCA
Semester: III
Syllabus with effect from: June 2019

Paper Code : US03BCA23	Total Credit: 2
Title of Paper: E - Commerce	

Lectures per week : 2
All units carry equal weightage.

Exam Duration: 2 hrs

Unit	Description in detail	Weighting (%)
I	Introduction To E-Commerce Definition, communication perspective, business process perspective, service perspective Classification by nature of transaction : B2B, B2C, C2C, C2B, Non business EC, Intra-business EC Classification of EC Applications: electronic market, inter organizational system, customer services Benefits to organizations, consumers, and society Limitations of EC, framework of EC, future of EC	25%
II	E-Commerce Business Models Introduction, eight key ingredients of a business model, major B2C and B2B business models, Introduction to M-Commerce	25%
III	Electronic Marketplaces Marketspace components, types of electronic markets (electronic storefronts, electronic malls, types of stores and malls) Portals and their types, role of intermediaries in E-markets, E-market success factors, competitive factors, impact of E-Market on organizations (marketing, HR, manufacturing, finance and accounting)	25%
IV	Customer Relationship Management (CRM) 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%

Basic Text & Reference Books :-

1. Electronic Commerce : A managerial Perspective Efraim Turban, Jae Lee, David King, H Michael Chung (Pearson Education.)
2. E-Commerce – Business, Technology, Society Kenneth C Laudon, Carol Guercio Traver (Pearson Education)