

SARDAR PATEL UNIVERSITY
Programme: FOURTH YEAR OF BCOM
Semester: VIII
Syllabus with effect from: JUNE 2013 (BATCH 2010)

Paper Code: UB08CCOM01	Total Credits: 4
Title Of Paper: E-Commerce	

Unit	Description in detail	Weightage (%)
1	INTRODUCTION TO E-COMMERCE: Definition: Communication Perspective, Business Process Perspective, Service Perspective, Commercial Perspective, Learning Perspective, Collaborative Perspective and Community Perspective. Seven unique features of E-Commerce Benefits & Limitations of E-Commerce Framework of E-Commerce Classification of EC by nature of transaction	25 %
2	E-COMMERCE BUSINESS MODELS: Introduction Eight Key Ingredients of a Business Model <ul style="list-style-type: none"> • Value Proposition • Revenue Model • Market Opportunity • Competitive Environment • Competitive Advantage • Market Strategy • Organizational Development • Management Team Major B2C Business Models <ul style="list-style-type: none"> • Portal • E-tailer • Content Provider • Transaction Broker • Market Creator • Service Provider • Community Provider 	25 %
3	E-MARKETPLACE, SCM, E- PAYMENTS & CRM Electronic Marketplaces and Market space Components, Types of E Marketplaces, Electronic Payment Systems: Electronic Credit Card System (Players & Process), Debit Card, Smart Card and E-Check system CRM : Definition, Types, Benefits and Limitations of CRM Issues in CRM implementation	25 %
4	LAUNCHING A SUCCESSFUL ON-LINE BUSINESS Introduction of Business Formation and the Process in brief <ul style="list-style-type: none"> • 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 	25 %



	<ul style="list-style-type: none"> • Website Construction • Website Promotion 	
	Tutorial: Credits – 1, Marks – 25.	
5	Review and comparison of various E-business websites through internet, caselets, films, library work etc. Journal on the same shall be maintained by the students in which they have to write on practices of E-business.	

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.

