SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: V
Syllabus with effect from : JUNE 2013

Paper Code: UB05CCOM09	Total Credit: 3
Title Of Paper: Fundamentals of E-Commerce	

Unit	Description in detail	Weighting (%)
1	**Introduction to Internet** **Basics of network** – LAN,MAN,WAN,CAN – What is Internet – History Of Internet- Related terms – Internet, Intranet, Extranet, Web, WWW, HTTP, Web Browser ,Web Server, URL, Web Pages, Web Site, Home Page, DNS, HTML Document , FQDN , TCP/IP Architecture : Internet, Intranet, Extranet Application : Internet, Intranet, Extranet.	25 %
2	**Introduction to E-Commerce** **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 Market : Electronic Market , Inter Organizational System , Customer services – Benefits – Limitations – Frame work of EC – Future of EC.	25 %
3	**Electronic Payment System** Electronic payment & Protocols : Secure Electronic Transaction Protocol for Credit card payment , Electronic fund transfer & Debit card on the Internet, Stored Value cards & e-cash, Electronic cash systems – Electronic payment tools , Electronic fund transfer, Debit card, Electronic wallet, Smart card.	25 %
4	**E-Commerce Business Models** Introduction - Eight Key Models of business models -Major B2C Business models- Major B2B Business models, Business Models in Emerging E-Commerce Area – How the Internet and the Web change business.	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 (2004): A Managerial Perspective Efraim Turban, Jae Lee, David King, H Michael Chung Pearson Educatio
- E-Commerce – Business, Technology, Society Kenneth C Laudon, Carol Guercio Traver Pearson Education