

SARDAR PATEL UNIVERSITY
Programme: FOURTH YEAR OF BCOM
Semester: VII
Syllabus with effect from: JUNE 2014 (BATCH 2011)

Paper Code: UB07CCOM02	Total Credits: 3
Title Of Paper: E-Commerce	

Unit	Description in detail	Weightage (%)
1	<p>Introduction to E-Commerce: Definition: Communication Perspective, Business Process Perspective, Service Perspective, Commercial Perspective, Learning Perspective, Collaborative Perspective and Community Perspective. Framework of E-Commerce Benefits & Limitations of E-Commerce Classification of EC by nature of transaction Seven unique features of E-Commerce</p>	25 %
2	<p>E-Commerce Business Models: Introduction Eight Key Ingredients of a Business Model</p> <ul style="list-style-type: none"> • Value Proposition • Revenue Model • Market Opportunity • Competitive Environment • Competitive Advantage • Market Strategy • Organizational Development • Management Team <p>Major B2C Business Models</p> <ul style="list-style-type: none"> • Portal • E-tailer • Content Provider • Transaction Broker • Market Creator • Service Provider • Community Provider 	25 %
3	<p>E-Marketplace, 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</p>	25 %
4	<p>Launching a Successful On-Line Business: Introduction of Business Formation and the Process in brief 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</p>	25 %



	Website Construction Website Promotion	
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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

