

SARDAR PATEL UNIVERSITY
PROGRAMME: B.COM. (HONS') (3 Years)
(International Accounting and Corporate Banking & Insurance)
(Under Choice Based Credit System Based on UGC Guidelines)
Syllabus with effect from: December-2020
Semester: VI

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| Paper Code: UB06ACOH21 | Total Credits: 3 |
| Title of Paper: E-Commerce | |
| Objective : The objective of this course is to learn foundation and importance of E-commerce including various business models, E-Payment, E-CRM and preparation of website. | |

| Unit No. | Description in Detail | Weightage |
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| 1 | Introduction to E-Commerce <ul style="list-style-type: none"> • 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 | 25% |
| 2 | E-Commerce Business Models <ul style="list-style-type: none"> • 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, E- Payments & CRM <ul style="list-style-type: none"> • 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% |

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| 4 | Launching a Successful On-Line Business <ul style="list-style-type: none"> • 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 • Website Construction • Website Promotion | 25% |
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Evaluation : Internal : 40 Marks (Theory)
: External: 60 Marks (Theory) – Two Hours Examination

Reference Books:

- Electronic Commerce : A Managerial Perspective (2006), 4th Edition by Efraim Turban, David King, Dennis Viehland, Jae Lee, , Pearson Education
- Electronic Commerce : A Managerial Perspective by Efraim Turban, Jae Lee, David King, H Michael Chung Pearson Education
- E-Commerce – Business, Technology, Society by Kenneth C Laudon, Carol Guercio Traver Pearson Education