

SARDAR PATEL UNIVERSITY
B.Sc. Information Technology
IV Semester
Syllabus with Effect from: June-2012
Course : US04EINT01
(E- Commerce)

Credits : 2
Lectures per week : 2
University Exam Duration : 2 Hours

All units carry equal weightage.

Unit – 1. 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.

Unit – 2. E-Commerce Business Models

- Introduction, eight key ingredients of a business model, major B2C and B2B business models, Introduction to M-Commerce.

Unit – 3. Electronic Marketplaces

- Market space 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).

Unit – 4. 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).

MAIN 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).
3. Electronic Commerce 2004 A managerial Perspective – Efraim Turban / David King / Jae Lee / Dennis Viehland