

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
Programme & Subject : B.Sc. CA & IT

Semester – V

PS05CIIT27 : E-Commerce
(Syllabus Effective from June 2020)

Credits : 4

External : 70 Marks

Contact Hrs per Week : 4

University Examination Duration: 3 Hrs

All units carry equal weightage

Unit	Description
I	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
II	E-Commerce Business Models and Intranet and Extranet Architecture of Internet, Intranet and Extranet Application of Intranet Application of Extranet Introduction, eight key ingredients of a business model, major B2C and B2B business models, Introduction to M-Commerce.
III	Electronic Marketplaces Marketspace 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)
IV	Electronic payments and protocols and security Electronic payment and protocols Security schemes in EPS Electronics credit card system on Internet Electronics fund transfer and debit card on the internet Stored value card and Ecash Internet security 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)

Basic Text and 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)