SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
Programme & Subject : B.Sc. CA & IT
Semester – V
US05CIIT27 : 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 Electroncics 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)