SARDAR PATEL UNIVERSITY

(Effect from June, 2021-22)

M.COM. (BUSINESS STUDIES) SEMESTER-I		
Paper Code **PB01ACOM52**	**Title of the Paper** **E-COMMERCE-I**	**Total Credit** **04**

Course Objectives	To enhance the ability of students in the field of E-Commerce as a part of integrity of new business trend & modern technology.

Course Description		
Unit	**Description**	**Weightage**
01	**Introduction** Definition Objectives Benefits and Limitations of E-Commerce Driving force of E- Commerce Impacts of E-Commerce (Accounting & Taxation, Banking & Finance, Marketing, Human Resource, Law & Legal Services Hospitality & Tourism, Entertainment)	25%
02	**Electronic Payment Systems** Introduction of Plastic Cards (Debit Card, Credit card, RuPay Card, Prepaid Money Card) Benefits and Limitations Internet and fund transfer through NEFT and RTGS Fund transfer through Debit Card and credit card E-Payment Protocol-Major Securities	25%
03	**E-commerce and Online Service** Online financial services Online travel services Online career services. E-Banking and its Operation Online trading	25%
04	**E-Business** Introduction Characteristics of e-Business Benefits and Limitations of E-Business E-Business v/s E-commerce E-business Requirements Business models & E-business strategies	25%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	Lecture, class discussion, case-study, seminars, problem solving and students presentation based learning methodology adopted for teaching all units in this course.

Evaluation Pattern		
Sr.No.	**Details of the Evaluation**	**Weightage**
1.	Internal Written Examination	20%
2.	Internal Continuous Assessment in the form of Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	University Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to
1.	To know and understand about basic of E-commerce.
2.	To know and understand about use of various e-payment systems
3.	To know and understand about current online e-commerce services.
4.	To know and understand about e-business.

Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)	
Sr. No	**References**
1.	Henry Chan , E-Commerce Fundamentals and application, 978-8126514694 ,Wiley publication-2007
2.	Jeffrey F Rayport, Bernard J Jaworski , Introduction To E Commerce, Tata Mcgraw Hill Publishing Co Ltd, 2008
3.	Laudon, Kenneth C. and Carol Guercio Traver, E-commerce: business, technology, society, New Delhi : Pearson Education, 2002
On-Line Resources available that can be used as Reference Material	
➢ https://study.com/academy/course/e-commerce-help-tutorials.html	