

SARDAR PATEL UNIVERSITY

(Effect from June, 2021-22)

M.COM. (BUSINESS STUDIES) SEMESTER-II		
Paper Code PB02ACOM52	Title of the Paper E-COMMERCE-II	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	E-Commerce: A Managerial Perspective Introduction & Definition Business Process Perspective, Service Perspective and Communication Perspective Legal environment of E-Commerce Jurisdiction on the Internet Use and protection of Intellectual Property in Online Business	25%
02	E-Commerce and Entrepreneurship Introduction Concept of Entrepreneurship Common characteristics of successful e- entrepreneurs Benefits of Selling on the Web B2B, B2C, C2C, C2B New Startups: Factors to consider before launching into E- Commerce Online Shopping Malls: Advantages and Disadvantages	25%
03	E-Commerce & CRM Introduction Meaning of CRM (Customer Relationship Management) Types of CRM, Benefits and Limitations of CRM Issues in CRM implementations Relationship Marketing (30Rs)	25%
04	Mobile Commerce An Introduction Benefits of Mobile Commerce Limitations of Mobile Commerce Mobile Commerce Application Mobile Commerce Products and Services Mobile-Banking Mobile Commerce in India	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 with managerial perspective.
2.	To know and understand about entrepreneurships with e-commerce.
3.	To know and understand about CRM in e-commerce.
4.	To know and understand about basic of m-commerce.

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
4.	S. Jaiswal, Doing Business on the Internet E-COMMERCE (Electronic Commerce for Business): Galgotia Publications.
On-Line Resources available that can be used as Reference Material	
	➤ https://study.com/academy/course/e-commerce-help-tutorials.html