

SARDAR PATEL UNIVERSITY
Programme & Subject: Master of E-Business (M.Eb)
Semester: I
Syllabus with Effect from: June-2010

Paper Code: PM01EMEB07		Total Credit: 4
Title Of Paper: Fundamentals of E-Commerce		
Unit	Description in Detail	Weightage (%)
I	Foundations of Electronic Commerce: Definitions and Content of the Field, Benefits & Limitations, The Driving Forces of E-Commerce, and Impact of EC: Everything will be changed, Putting It All Together, Managerial Issues E-Commerce Business Models & Concepts: Major B2B Models, Major B2C Models, Business Models in Emerging E-Commerce Areas, Basic Business Concepts	25%
II	Infrastructure of E-Commerce, Consumers & Market Research: The Internet: Technology Background, The Internet Protocols: “TCP/IP, Domain Names, Internet Client/Server Applications, Internet II”, Web-Based Client/Server: “HTTP, Web Browsers, Web Servers, Commercial Web Servers” - Building Customer Relationships, The Consumer Behavior Model, Personal Characteristics and Demographics of Internet Surfers, Consumer Purchasing Decision Making, One-to-One and Relationship Marketing, Delivering Customer Service in Cyberspace, Market Research for EC, Intelligent Agents for Consumers	25%
III	E-Commerce Marketing & Retailing: Basic Marketing Concepts, Internet Marketing Technologies, Business Models of Electronic Marketing, Electronic Marketing in B2B and B2C, Direct Marketing, Online Market Research: Knowing the Customer, Online Marketing Communications, Understanding the Costs and Benefits of Online Marketing Communications, The Website as a Marketing Communications Tool, Procedure for Internet Shopping	25%
IV	E-Commerce Security & Electronic Payment Systems: Internet Security: “Cornerstones of Security, Encryption, Digital Signatures, Digital Certificates, Certificate Authorities, Symmetric Key Encryption and Asymmetric Key Encryption - Secure Socket Layer, Firewalls: Access Control” - E-Commerce Payment Systems: Is SET a Failure?, Electronic Payments & Protocols, Security Schemes in Electronic Payment Systems, Electronic Credit Card System on the Internet, Electronic Fund Transfer and Debit Cards on the Internet, Stored-Value Cards and E-Cash, Electronic Check Systems, Unified Payment Systems, Prospects.	25%
Practical (HTML & JavaScript):		
Introduction to HTML - Web Clients And Servers - HTML Elements - Basic HTML Tags - HTML Formatting - HTML Character Entities - HTML Links - HTML Images - HTML Lists - HTML Frames - HTML Tables - HTML Forms - Introduction to Scripting – Client Side Scripting vs. Server Side Scripting – Introduction to JavaScript – Data Types and Variables – Decisions, Loops and Functions		

Basic Text & Reference Books:-

- Electronic Commerce: A Managerial Perspective: By Turban
- Electronic Commerce: A Managers Guide: By Ravi Kalakota
- E-Commerce: By Laudon and Traver
- E-Commerce Management – Text and Cases: By Sandeep Krishnamurthy

