

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

Paper Code: PM03CMEB03	Total Credit: 4
Title Of Paper: E-Business: Managerial Applications	

Unit	Description in Detail	Weightage (%)
I	Overview of E-Business Introduction – Meaning and Importance of E-Business – E-commerce Framework – Difference between E-Business and Traditional Business – E-business as a Strategy – Benefits and Barriers in E-business - Business Models for E-commerce – Mobile Commerce – Its Applications – Drivers of Mobile Commerce	25%
II	Marketing in E-commerce Environment Internet Marketing and its Types – Techniques – Factors for Successful E-tailing - B2B on-line Marketing – Effective Web Presence – On-line Advertisement – Brand Building on the Web – Social Net Working for Effective Marketing	25%
III	CRM , SCM and E-Payments Meaning – Scope and Benefits – CRM Applications - SCM – Scope and Benefits – E-payments and its Types – Security Issues in E-payments	25%
IV	E-commerce Applications Strategy Formulation and Implementation – E-governance – E-HRM – E-Finance – Tourism and Travel – Banking and Insurance – Auctions - Data Mining and Data Warehousing – Knowledge Management	25%

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

