

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – III) (W.E.F. Academic Year 2018-19)

Subject Name: E-Commerce (EC)

Subject Code: 3539283

1. Learning Outcome:

- Understanding of the foundations and importance of E-commerce
- Understanding of latest technologies of IT services
- Enhanced understanding of IT development and its management skills

2. **Course Duration:** The course duration is of **36 sessions of 75 minutes each**

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	Overview of E-Commerce <ul style="list-style-type: none">• Introduction: Definition, Functions, Significance and Scope of E-Commerce; E-Business Vs. E-Commerce;• Features of E-Commerce Technology; Advantages and Disadvantages of E-Commerce; Growth of E-commerce in India• Types of E-Commerce: B2C, B2B, C2C, Social E-Commerce, M-commerce, Local E-Commerce	10	18
II	E-Commerce Business Models <ul style="list-style-type: none">• Key Elements of Business Models;• Major Business - To – Consumer (B2C) Business Models: E-tailer, Community Provider, Content Provider, Portal, Transaction Broker, Market Creator, Service Provider• Major Business - To – Business (B2B) Business Models: E-Distributor, E-procurement, Exchanges and Industry Consortium;	8	17
III	E-Commerce Security and Electronic Payment Systems <ul style="list-style-type: none">• Dimensions of E-Commerce Security; Key Security Threats in the E-Commerce Environment;• Technology Solutions: Tools available to achieve site security;• Features of traditional Payment Systems; Major E-Commerce Payment Systems	8	17

IV	E-CRM and SCM in E-commerce <ul style="list-style-type: none"> • Supply Chain Management in E-commerce: Procurement process and Supply Chain; Benefits of E-SCM; Components of E-Supply Chain; • E- Customer Relationship Management: Importance of Customer Relationship Management; Need of E-Customer Relationship tools; Components of CRM; Benefits of E-CRM 	10	18
V	Case studies: Students may study various case studies to understand the practical implications of above mentioned topics	---	(30 marks CEC)

4. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc	(Internal Assessment-50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Kenneth C. Laudon & Carol G. Traver	E-Commerce: Business, Technology, Society	Pearson Education	Latest Edition
2	C.S.V. Murthy	E-Commerce: Concepts, Models, Strategies	Himalaya Publishing House	Latest Edition
3	P.T. Joseph, S.J.	E-Commerce: An Indian Perspective	PHI Learning Private Limited	Latest Edition
4	Harvey M. Deitel, Paul J. Deitel & Kate Steinbuhler	E-Business & E-Commerce for Managers	Pearson Education	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Magazines / Periodicals / Newspapers / e-resources, etc.

- 1 Electronic Commerce Research And Application
- 2 International Journal of Electronic Commerce
- 3 Journal of Electronic Commerce & Research