



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Post Graduation Diploma in Digital Marketing

Level: PG Diploma

Course / Subject Code: DM02076041

Course / Subject Name : E-Commerce

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Elective Course (EC)

Prerequisite: NA

Rationale:	The rationale for E-Commerce lies in its transformative capacity to revolutionize traditional business models, facilitating seamless transactions, expanding market reach, and enhancing customer convenience in the digital age. By eliminating geographical barriers and operating 24/7, E-Commerce enables businesses to access a global customer base and capitalize on emerging market opportunities. Moreover, E-Commerce platforms offer personalized shopping experiences, streamlined inventory management, and targeted marketing capabilities, empowering businesses to tailor offerings to individual preferences and behaviors. With consumers increasingly embracing online shopping, E-Commerce represents a strategic imperative for organizations seeking sustainable growth, market competitiveness, and adaptability to evolving consumer trends and technological advancements.
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Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
CO1	To understand compare, and analyze the functions, significance, and scope of E-Commerce, including its growth in India and technological foundations.
CO2	To analyze classify, summarize, and explain major E-Commerce business models, both Business-to-Consumer (B2C) and Business-to-Business (B2B).
CO3	To Evaluate E-Commerce security dimensions, identify key threats, and assess technology solutions. Compare traditional and E-Commerce payment systems, highlighting their features.

**Revised Bloom's Taxonomy (RBT)*

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks		Total Marks
L	T	PR	C	Theory	Tutorial / Practical	



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				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
4	0	0	4	50	0	50	0	100

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Overview about 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 Ecommerce in India• E-commerce and its Technological Aspects Overview of developments in Information Technology	12	18
2.	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	15	15
3.	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;	13	17
4.	Application: Case Study / Assignment / Presentation / Quiz / Group Discussion / Viva	20	-
	Total Hours/Marks:	60	50



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Suggested Specification Table with Marks (Theory):

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						
			RM	UN	AP	AN	EL	CR	Total Marks
I	Module-1	12	00	07	07	00	00	00	14
II	Module-2	15	00	04	06	06	00	00	16
III	Module-3	13	00	04	07	05	04	00	20
	Total	40	00	15	20	11	04	00	50

***RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create**

Note: This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

References/Suggested Learning Resources:

Sr. No.	Title of Book	Author	Publication with place, year and ISBN
1	Digital Marketing	Seema Gupta	Mc-Graw Hill
2	The Art of Digital Marketing	Ian Dodson	Wiley

Suggested Activities for Students:

Presentation techniques:

- Case Study
- Assignment
- Presentation
- Quiz
- Group Discussion
- Viva

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