

GANPAT UNIVERSITY										
FACULTY OF MANAGEMENT STUDIES										
Programme		Bachelor of Business Administration				Branch/Spec.		Business Analytics		
Semester		VIII				Version		1.0.0.0		
Effective from Academic Year			2026-27			Effective for the Batch admitted in			July 2023	
Course Code		8B01EBU		Course Name		E-Business				
Teaching Scheme						Examination Scheme (Marks)				
(Per week)		Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW						
Credit	04	00	00	00	04	Theory	40	60	100	
Hours	04	00	00	00	04	Practical	00	00	00	
Pre-requisites										
Conceptual clarity of Business functions and management theories.										
Course Objective										
To develop conceptual, analytical, and practical understanding of e-commerce systems, digital marketing, finance, and infrastructure										
Course Outcomes										
On successful completion of the course, the students will be able to:										
CO1	Understand e-commerce concepts and organisational applications.									
CO2	Analyse structures, operations, and models of diverse e-commerce business forms.									
CO3	Evaluate digital marketing tools and their impact on e-business performance outcomes.									
CO4	Assess payment systems, financial services, computing infrastructure, and career pathways in e-commerce									
Theory Syllabus										
Unit	Content									Hrs.
1	E-Commerce: Introduction, functions, usage E-Commerce Business Models, Designing, Building, and Launching an E-commerce Website									15
2	E-payment Systems The Art of E-commerce Online Marketing and Advertising									15
3	E-commerce Supply Chain Secure E-commerce: Protecting Your Business and Customers Global E-commerce: Expanding Your Business Beyond Borders									15
4	E-commerce Analytics and Data-Driven Decision Making E-commerce Trends and Innovations Case Studies in Global E-commerce									15
Exam: Theory 100%.										
Swayam Exam OR Uni Exam										
Practical Content										
Practical, assignments and tutorials are based on above syllabus.										
Text Books										
1	Bhasker, B. (2013). Electronic commerce: framework, technologies and applications. Tata McGraw-Hill Education.									
Reference Books										
1	Pralok Gupta (29 July-2020) E-Commerce in India: Economic and Legal ,1st Edition, New Delhi, India. SAGE Publications India Pvt Ltd.									
2	Wiedong Kou (2003) Payment Technologies for e-commerce,1st Edition, Springer- VerlagBerlin Heildelberg.									
3	Bharat Bhasker, (July 2017) Electronic Commerce: Framework, Technologies and Applications, 4th Edition, McGraw Hill Education									

4	Jackson, P. J., Harris, L., & Eckersley, P. M. (Eds.). (2003). E-business fundamentals. Psychology Press.														
5	Pralok Gupta (29 July-2020) E-Commerce in India: Economic and Legal ,1st Edition, New Delhi, India. SAGE Publications India Pvt Ltd.														
ICT/MOOCs Reference															
1	Swayam Course (3 credit) in Jan Cycle (12 week) By Dr. Anita Walia, JAIN (Deemed to be University), Bangalore. https://onlinecourses.swayam2.ac.in/imb26_mg56/preview														
2	https://onlinecourses.swayam2.ac.in/nou26_cm06/preview														
Mapping of CO with PO and PSO:															
	Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping					
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	3	1	1	1	1	2	1	1	1	2	1	1	2	1
	CO2	2	1	1	3	1	3	2	2	2	3	1	2	3	1
	CO3	1	2	1	3	2	2	3	3	3	3	2	3	3	2
	CO4	2	2	1	2	3	2	2	3	2	2	3	2	2	3

Swayam: Students should learn from the Swayam portal. If required, the Swayam portal evaluation 30:70/25:75 is to be converted to 50:50 in accordance with the adopted NEP rule.