GANPAT UNIVERSITY							
FACULTY OF MANAGEMENT STUDIES							
Programme	Master of Business Administration			Branch/Spec.	International Business		
Semester	IV			Version	1.0.0.0		
Effective from Academic Year		2021-22		Effective for the batch Admitted in			June 2020
Subject code	**IVA04ECO**		Subject Name	**E-COMMERCE**			
Teaching scheme				Examination scheme (Marks)			
(Per week)	Lecture(DT)		Practical(Lab.)	Total		CE	SEE	Total
	L	TU	P	TW				
Credit	4	0	0	0	4	Theory	60	40	100
Hours	4	0	0	0	4	Practical	-	-	-
Pre-requisites: Knowledge of general subjects of MBA							

Objectives : To make the students understand the usage of E commerce to enhance the prospects of the conducting the business abroad.	

Learning Outcomes:
On successful completion of this subject the student will be able to

- IVA04ECO.CO1: Understand the fundamentals, scope, and technological features of e-commerce and distinguish it from traditional business models.
- IVA04ECO.CO2: Apply e-commerce business models (B2B, B2C, C2C, M-commerce) and evaluate their effectiveness in digital marketplaces.
- IVA04ECO.CO3: Analyze the security and payment system frameworks to ensure safe and efficient e-commerce operations.
- IVA04ECO.CO4: Evaluate e-commerce integration with customer relationship management and supply chain management for enhanced business performance.

Theory syllabus		
Unit	Content	Hrs
1	Overview of E-Commerce · 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 · Types of E-Commerce: B2C, B2B, C2C, Social ECommerce, M-Commerce, Local E-Commerce	15
2	E-Commerce Business Models · 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
3	E-Commerce Security and Electronic Payment Systems · 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 ECommerce Payment Systems;	15
4	E-CRM and SCM in E-commerce · Supply Chain Management in E-commerce: Procurement process and Supply Chain; Benefits of ESCM; Components of E-Supply Chain; · E- Customer Relationship Management: Importance of Customer Relationship Management; Need of ECustomer Relationship tools; Components of CRM; Benefits of E-CRM	15
Practical content		

Text Books	
1	Kenneth C. Laudon & Carol G. Traver E-Commerce: Business, Technology, Society Pearson Education Latest Edition
Reference Books	
1	C.S.V. Murthy E-Commerce: Concepts, Models, Strategies Himalaya Publishing House Latest Edition
2	P.T. Joseph, S.J. E-Commerce: An Indian Perspective PHI Learning Private Limited Latest Edition

3	Harvey M. Deitel, Paul J. Deitel& Kate Steinbuhler E-Business & ECommerce for Managers Pearson Education Latest Edition

Mapping of CO with PO and PSO:

Semester 4: Course Name: IVA04ECO E–COMMERCE							
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
IVA04ECO.CO1	3	2	2	3	1	0	1
IVA04ECO.CO2	2	3	1	2	2	3	0
IVA04ECO.CO3	2	3	3	3	2	2	2
IVA04ECO.CO4	3	2	3	3	3	1	2

Semester 4: Course Name: IVA04ECO E–COMMERCE			
Course outcomes	PSO1	PSO2	PSO3
IVA04ECO.CO1	1	0	2
IVA04ECO.CO2	2	1	2
IVA04ECO.CO3	2	2	3
IVA04ECO.CO4	3	2	2