



B. J. VANIJYA MAHAVIDYALAYA
(Autonomous)
(Grant-in-Aid)
(Affiliated to Sardar Patel University)
Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India
Accredited with CGPA of 2.78 on four point scale at B++ Grade by NAAC
Syllabus with effect from June-2024

Master of Commerce (M.Com.)
Semester-I

Paper Code PB01ACOM52	Title of the Course E-Commerce-I	Total Credit 04
Course Objectives	<ol style="list-style-type: none">1. To provide an analytical framework to understand the emerging world of E-Commerce.2. To make the learners familiar with current challenges and issues in E-Commerce.3. To develop the understanding of the learners towards various business models.4. To enable understanding of Web-based Commerce and equip the learners to assess the e-commerce requirements of a business.	

Course Description		
Unit	Description	Weightage
1.	Introduction <ul style="list-style-type: none">• Definition and Objectives of E-Commerce• Benefits and Limitations of E-Commerce• Driving Force of E-Commerce• Impacts of E-Commerce (Accounting & Taxation, Banking & Finance, Marketing, Human Resource, Law & Legal Services, Hospitality & Tourism, Entertainment)	25%
2.	Electronic Payment Systems <ul style="list-style-type: none">• Introduction of Plastic Cards (Debit Card, Credit Card, Rupay Card, Prepaid Money Card)• Benefits and Limitations• Internet and Fund Transfer through NEFT and RTGS• Fund Transfer through Debit Card and Credit Card• E-Payment Protocol-Major Securities	25%
3.	E-Commerce and Online Services <ul style="list-style-type: none">• Online Financial Services• Online Travel Services• Online Career Services• E-Banking and its Operation• Online Trading	25%
4.	E-Business <ul style="list-style-type: none">• Introduction• Characteristics of E-Business• Benefits and Limitations of E-Business• E-Business v/s E-commerce• E-Business Requirements• Business Models & E-Business Strategies	25%



Teaching-Learning Methodology	Lecture, Group Discussion, Doubt Solving, PowerPoint Presentation, Case Study, Real Life Company Examples & Seminar
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written Examination	20%
2.	Internal Continuous Assessment in the form of Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

Students will have to score minimum 40 % to pass the course.

Course Outcomes: Having completed this course, the students will be able to:	
1.	Know and understand about basics of E-Commerce.
2.	Know and understand about use of various E-Payment Systems
3.	Know and understand about current online E-Commerce Services.
4.	Know and understand about E-Business.

Suggested References:	
Sr. No.	References
1.	Henry Chan, E-Commerce Fundamentals and application, 978-8126514694, Wiley publication-2007
2.	Jeffrey F Rayport, Bernard J Jaworski, Introduction to E-Commerce, Tata Mcgraw Hill Publishing Co Ltd, 2008
3.	Laudon, Kenneth C. and Carol Guercio Traver, E-commerce: business, technology, society, New Delhi: Pearson Education, 2002
4.	Available On-Line Resources that can be used as Reference Material
5.	Website: https://study.com/academy/course/e-commerce-help-tutorials.html

