



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 effective from December-2024

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

Course Code PB02ACOM52	Title of the Paper E-Commerce-II	Total Credit 04
Course Objectives	<ol style="list-style-type: none"> 1. To explore e-commerce from a managerial perspective, including its definition, business processes, service and communication aspects, the legal environment, jurisdiction on the internet, and the use and protection of intellectual property in online business. 2. To examine the relationship between e-commerce and entrepreneurship, focusing on key entrepreneurial characteristics, benefits of online selling, e-commerce models, startup considerations, and the pros and cons of online shopping malls. 3. To explore the role of CRM in e-commerce by understanding its meaning, types, benefits, limitations, implementation issues, and its relationship to marketing strategies. 4. To examine mobile commerce by understanding its introduction, benefits, limitations, applications, products and services, mobile banking, and its development in India. 	

Course Description		
Unit	Description	Weightage
1.	E-Commerce: A Managerial Perspective <ul style="list-style-type: none"> • Introduction & Definition • Business Process Perspective • Service Perspective and Communication Perspective • Legal environment of E-Commerce Jurisdiction on the Internet • Use and protection of Intellectual Property in Online Business 	25%
2.	E-Commerce and Entrepreneurship <ul style="list-style-type: none"> • Introduction • Concept of Entrepreneurship • Common characteristics of successful e- entrepreneurs Benefits of Selling on the Web B2B, B2C, C2C, C2B • New Startups: Factors to consider before launching into E-Commerce Online Shopping Malls: Advantages and Disadvantages 	25%



3.	E-Commerce & CRM <ul style="list-style-type: none"> • Introduction • Meaning of CRM (Customer Relationship Management) • Types of CRM • Benefits and Limitations of CRM • Issues in CRM implementations • Relationship Marketing (30Rs) 	25%
4.	Mobile Commerce <ul style="list-style-type: none"> • An Introduction • Benefits of Mobile Commerce • Limitations of Mobile Commerce • Mobile Commerce Application • Mobile Commerce Products and Services Mobile-Banking • Mobile Commerce in India 	25%

Teaching - Learning Methodology	Lecture, Group Discussion, Doubt Solving, Power Point 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 of 40% to pass the course.

Course Outcomes: Having Completed this course, the students will be able to	
1.	Know and understand about basic of e-commerce with managerial perspective.
2.	Know and understand about entrepreneurships with e-commerce.
3.	Know and understand about CRM in e-commerce.
4.	Know and understand about basic of m-commerce.

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.	S. Jaiswal, Doing Business on the Internet E-COMMERCE (Electronic Commerce for Business): Galgotia Publications.
5.	Website: https://study.com/academy/course/e-commerce-help-tutorials.html
6.	On-Line Resources available that can be used as Reference Material



