



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

Course Code PB01ACOM52	Title of the Course E – Commerce - I	Total Credit 04
Course Objective:	To enhance the ability of students in the field of E-Commerce as a part of integrity of new business trend & modern technology.	
Course Description		
Unit	Description	Weightage
1.	Introduction <ul style="list-style-type: none">• Definition• Objectives• Benefits and Limitations of E-Commerce• Drivingforce 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• Fundtransfer through Debit Card and credit card• E-Payment Protocol-Major Securities	25%
3.	E-commerce and Online Service <ul style="list-style-type: none">• Online Financial Service• Online Travel Service• Online Career Service• 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%
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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 Practical, 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.	To know and understand about basic of E-commerce.
2.	To know and understand about use of various e-payment systems
3.	To know and understand about current online e-commerce services.
4.	To 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
On-Line Resources available that can be used as Reference Material	
https://study.com/academy/course/e-commerce-help-tutorials.html	

