

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Got of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

Master of Commerce (MCOM)

Semester - I

Course Code	PG01ACOM02	Title of the Course	E COMMERCE I
Total Credits of the Course	04	Hours per Week	04

Course Objectives	<ol style="list-style-type: none">1. To provide an analytical framework to understand the emerging world of e-commerce2. To make the learners familiar with current challenges and issues in e-commerce3. To develop the understanding of the learners towards various business models4. To enable to understand the Web- based Commerce and equip the learners to assess e-commerce requirements of a business
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Course Content		
Unit	Description	Weightage (%)
1.	Introduction Definition, Objectives, 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) Business Models of E-Commerce- Characteristics of Business to Business(B2B), Business to Consumers (B2C), Business to Government (B2G), Concepts of other models of E-commerce	25 %
2.	Electronic Payment Systems 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 Service Online financial services, Online travel services, Online career services, E-Banking and its Operation Online trading	25%
4.	E-Business 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	<ul style="list-style-type: none">• Lecture Method• Online Lectures• Group Discussion• Practical Problem Solving
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	20%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

Course Outcomes	
1.	Identify an analytical framework to understand the emerging world of e-commerce
2.	Acquainted with current challenges and issues in e-commerce
3.	Realisation towards various business models
4.	Understand the Web-based Commerce and make equip the learners to assess e-commerce requirements of a business.

Suggested References	
Sr. No.	References
1	E-Commerce Fundamentals and application (Henry Chan) Wiley publication
2	Introduction to E-commerce (Jeffrey) Tata- Mcgrawhill
3	Doing Business on the Internet E-COMMERCE (Electronic Commerce for Business): S.

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	Jaiswal, Galgotia Publications.
4	Electronic Commerce A Managerial Perspective By: Efraim Turban, Jae Lee, David King, H.Michael Chung.
5	E-Commerce- Business, Technology, Society Kenneth C Laudon, carol Guercio Traver (Pearson Education)
