

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. Govt 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 - II

Course Code	PG02ACOM02	Title of the Course	E-COMMERCE-II
Total Credits of the Course	04	Hours per Week	04

Course Objectives	➤ To enhance the ability of students in the field of E-Commerce as a part of integrity of new business trend & modern technology.
	➤ To be aware of and comprehend the fundamentals of e-commerce from the perspective of management.
	➤ To be acquainted of and understanding e-commerce entrepreneurship.
	➤ Gain knowledge and understanding of CRM in the context of e-commerce.
	➤ To know and get it around essential of m-commerce.

Course Content		
Unit	Description	Weightage (%)
01	E-Commerce: A Managerial Perspective 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 %
02	E-Commerce and Entrepreneurship Introduction, Concept of Entrepreneurship Common characteristics of successful e- entrepreneurs Benefits of Selling on the Web B2B, B2C, C2C, C2B New Start-ups: Factors to consider before launching into E- Commerce Online Shopping Malls: Advantages and Disadvantages	25 %
03	E-Commerce & CRM Introduction, Meaning of CRM (Customer Relationship Management) Types of CRM, Benefits and Limitations of CRM, Issues in CRM implementations, Relationship Marketing (30 R's)	25%

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04	Mobile Commerce 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 %
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*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching- Learning Methodology	<ul style="list-style-type: none">➤ Lecture➤ Class discussion➤ Case-study➤ Seminars➤ Problem solving and➤ Student's presentation based learning methodology adopted for teaching all units in this course.
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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 a minimum of 40 (Forty) Percent 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 with managerial perspective.
2.	To know and understand about entrepreneurship with e-commerce.
3.	To know and understand about CRM in e-commerce.
4.	To know and understand about basic of m-commerce.

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Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)

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.

On-Line Resources available that can be used as Reference Material

- <https://study.com/academy/course/e-commerce-help-tutorials.html>
- <https://www.himpub.com/documents/Chapter693.pdf>
- <https://www.gasckovilpatti.com/studymaterial/commerce/II%20MCOM%20E%20COMMERCE%20pKCM33.pdf>
