

**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<sup>+</sup>** KCG-Dept of Edu. Govt. of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A<sup>+</sup>'** UGC – MHRD, Govt. of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

**Bachelor of Business Administration (BBA-General)**

**Semester - III**

<b>Course Code</b>	<b>UM3SEBBA02</b>	<b>Title of the Course</b>	<b>E-COMMERCE</b>
<b>Total Credits of the Course</b>	<b>02</b>	<b>Hours per Week</b>	<b>02</b>

<b>Course Objectives</b>	<ol style="list-style-type: none"><li>1. To make students understand the concept of E-Commerce.</li><li>2. To make students aware about the functions, scope benefits and challenges of E-Commerce.</li><li>3. Explain students various business models of E-Commerce</li><li>4. To make students aware regarding E-Commerce Sales Product Life Cycle (ESLC) Model</li><li>5. To outline the importance of World Wide Web in E-commerce.</li><li>6. Find out the application of E- Commerce and E- Enterprise</li></ol>
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**Course Content**

<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<b>Introduction to Electronic Commerce (E-Commerce)</b> <ul style="list-style-type: none"><li>• Meaning –</li><li>• Main activities,</li><li>• Functions and Scope of E-Commerce.</li><li>• Benefits and Challenges of E-Commerce,</li><li>• Business Models of E-Commerce-</li><li>• Characteristics of Business to Business(B2B), Business to Consumers (B2C), Business to Government (B2G)</li><li>• E-Commerce Sales Product Life Cycle (ESLC) Model.</li></ul>	<b>50 %</b>
<b>2.</b>	<b>World Wide Web and E-enterprise</b> <ul style="list-style-type: none"><li>• (A)World Wide Web meaning-</li><li>• Reasons for building own website,</li></ul>	<b>50 %</b>

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	<ul style="list-style-type: none"><li>• Benefits of Website,</li><li>• Registering a Domain Name</li><li>• -Role of web site in B2C</li><li>• -Web site design principles-</li><li>• <b>(B)E-enterprise</b>-meaning</li><li>• Benefits and Limitations of E- enterprise</li><li>• Applications of E-commerce and E-enterprise</li><li>• Managing the E-enterprise.</li></ul>	
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<b>Teaching- Learning Methodology</b>	<ul style="list-style-type: none"><li>• Lecture Method</li><li>• Group Discussion</li><li>• Case Study</li><li>• Project Work</li><li>• Practical activities</li><li>• Guest Lectures</li></ul>
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<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
1.	Internal Written Examination	<b>30%</b>
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	<b>20%</b>
3.	External Examination	<b>50%</b>

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**Course Outcomes: Having Completed this course, the students will be able to**

1.	Identify the scope and significance of E-Commerce in business.
2.	Examine various models of E-Commerce in current business events.
3.	Explain E-Commerce Sales Product Life Cycle Model.
4.	Explain how to manage E-Enterprise in business.

**Suggested References**

Sr. No.	References
1	Diwan, Prag and Sharma, Electronic Commerce-a Manager's Guide to E-Business.
2	Bharat Bhasker, Electronic Commerce – Frame work technologies and Applications, 3rd Edition- Tata Mc Graw Hill Publications, 2008.
3	Kamlesh K.Bajaj and Debjani Nag, Ecommerce- the cutting edge of Business, Tata McGrawHill Publications, 2008
4	Kalakota et al, Frontiers of Electronic Commerce, Addison Wesley, 2004
5	E- Commerce Strategies, Technology and applications (David) Tata McGrawHill
6	Introduction to E-commerce (Jeffrey) Tata- McGraw hill
7	E-Business and Commerce- Strategic Thinking and Practice (Brahm) Biztantra

**On-line resources to be used if available as reference material**

**On-line Resources**

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