

**C P PATEL AND F H SHAH COMMERCE COLLEGE, ANAND (AUTONOMOUS)****(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 2017NAAC 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 2025-2026

**Bachelor of Commerce (BCOM)****SEMESTER - V**

<b>Course Code</b>	<b>UB5SECOM05</b>	<b>Title of the Course</b>	<b>FUNDAMENTALS OF 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>	1. To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.
	2. Understanding of basic business management concepts as well as basic technical concepts relating to E-Commerce.
	3. To provide computer skills and knowledge for commerce students and to enhance the student understands of usefulness of information technology tools for business operations.
	4. To understand the basics of Payment Systems and online shopping.

<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<b>E-commerce Overview</b> Features, What is E-Commerce, Traditional v/s E-Commerce, History of E-Commerce, Benefits and Limitation of E-Commerce, Features of E-commerce Technology, Driving forces of E-Commerce, Impact of E-Commerce, How E-Commerce works? <b>E-Commerce Advantages</b> Advantages to Organizations, Advantages to Customers, Advantages to Society <b>E-Commerce Disadvantages</b> Technical Disadvantages, Non-Technical Disadvantages <b>E-Commerce Business Models</b> Business - to - Business , Business - to – Consumer, Consumer - to - Consumer Consumer - to - Business , Business - to - Government , Government - to – Business, Government - to – Citizen, Business-to-Business-to-Consumer (B2B2C) Business-to-Employees (B2E)	<b>50%</b>
<b>2.</b>	<b>E-Commerce Payment Systems</b> Credit Card, Credit Card Payment Process, Debit Card, Smart Card, RuPay Card, Prepaid Money Card, E-money, E-Wallet, Net banking, Electronic fund	<b>50%</b>

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	Transfer, Cash On Delivery, Benefits and Limitation of each, risks involved in e-payments <b>E-Commerce and Online Services</b> Online shopping (Amazon, Snapdeal, Alibaba, Flipkart, Olx, Quicker, etc.), Online Travel (Makemytrip, Railway reservation-irctc, Bus reservation, Air reservation ) ,Online career services / Job Portal Learning (ojas,naukari, Marugujarat, ncs.gov.in etc.), Online payment of utility bills	
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<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"><li>• Lecture Method</li><li>• Online Lectures</li><li>• Group Discussion</li><li>• Practical Problem Solving</li></ul>
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written Examination	30%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	20%
3.	External Examination	50%

Course Outcomes: Having Completed this course, the students will be able to	
1.	Understand the Working of E-Commerce
2.	Compare Traditional Commerce and E-Commerce
3.	Understand the Impact of E-Commerce
4.	Study various E-Commerce Business Models
5.	Understand the Features of E-Commerce Technology
6.	Understand the various types of electronic payment methods
7.	Understand Online Travel Services

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Suggested References	
Sr. No.	References
1	Joseph, P. T. (2009). <i>E-commerce: A managerial perspective</i> (5th printing). PHI Learning.
2	Murthy, C. S. V. (2015). <i>E-commerce: Concept, model and strategy</i> . Himalaya Publishing House.
3	Mishra, J. (2010). <i>E-commerce</i> . Macmillan Publishers India.
4	Joseph, P. T. (2015). <i>E-commerce: An Indian perspective</i> (3rd ed.). PHI Learning.
5	Colin Combe ,(2006), <i>E-business: Introduction to e-business management and strategy</i> . Butterworth-Heinemann Publications.
6	Bajaj, K. K., & Nag, D. (2017). <i>E-commerce</i> . McGraw Hill Education.
7	Chhabra, T. N. (2005). <i>E-commerce</i> . Dhanpat Rai & Co.

On-line resources to be used if available as reference material
<b>1.SWAYAM</b> E-Commerce Digital Payments and Cyber security <a href="https://swayam.gov.in">https://swayam.gov.in</a>
<b>2.e-PG Pathshala</b> Detailed modules on: Electronic Fund Transfer Digital Banking & E-Payments <a href="https://epgp.inflibnet.ac.in">https://epgp.inflibnet.ac.in</a>
<b>3. Introduction to E-business Management and strategy:</b> <a href="https://engineering.futureuniversity.com/BOOKS%20FOR%20IT/Introduction%20to%20e-Business%20Management%20and%20Strategy.pdf">https://engineering.futureuniversity.com/BOOKS%20FOR%20IT/Introduction%20to%20e-Business%20Management%20and%20Strategy.pdf</a>

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