

GUJARAT TECHNOLOGICAL UNIVERSITY

INTEGRATED MASTER OF BUSINESS ADMINISTRATION

Year – 3 (Semester –5) (W.E.F. Academic Year 2017-18)

Subject Name: Essentials of E-Business (EEB)

Subject Code: 2557104

1. Learning Outcomes:

At the end of semester students would be able to

- Understand the with the use of Ecommerce in competing markets
- Analyze the impact of E-commerce on business models and strategy
- Describe the infrastructure for E-commerce
- Understand key security issues of e-commerce.

2. Course Duration: The course duration is of **40 sessions of 60 minutes** each.

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	Fundamentals of e-Commerce: Commerce: Meaning & Nature, e-commerce, Origin, Definitions & Meaning, Scope & Goals, Feature, Needs & functions, Significance, Advantages & Disadvantages, Essentials of e-Commerce, e-Commerce v/s Traditional Commerce, Technologies used in e-Commerce	10	17
II	Business Models for e-Commerce: e-Business: Meaning, Definitions, Importance, e-Business Models based on the relationships of Transaction Parties, B2C, B2B, C2C, C2G, G2G, B2G	10	18
III	Business Models for e-Commerce: Manufacture Model, Advertising Model , Value Chain Model, Brokerage Model, e-Payment system: e-Payment Systems Models of Payments : Credit Cards, Debit Cards & Smart Cards , e-Credit Accounts & e Money/Cash	10	17
IV	Digital Signatures: Legal positions of Digital Signatures , Procedure & working of Digital Signature technology, e-Payment and Risk: Data Protections, risk from mistakes and disputes, Consumer protection, Management Information Privacy , Managing Credit Risk	10	18
V	Practical: Develop or analysis a e-business plan of any company, preparing the report and /or giving public presentation in the class.	---	30 Marks of CEC

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Case discussion and presentation
- (b) Role play
- (c) Audio-Video Material

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Continuous Evaluation Component comprising of Class test, Assignment, Presentation, Class participation	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Arvind Chaudhari, Shyam Salunkhe, Sanjay A. Saindane, Sachin K. Jadhav	Essentials of E-commerce	Prashant Publications	4 th Edition
2	Rich, Jason r	Starting E-commerce Business	IDG Books, Delhi	Latest
3	Cady, D.H. and Part Megregor	The Internet	BPB Publication	Latest
4	Whiteley, D.	E-Commerce, Strategy, Technologies and Applications,	McGraw Hill	Latest