

Veer Narmad South Gujarat University
Bachelor of Business Administration
Year – I (Semester – II) (W.E.F. AY2019-20)

Subject Name: E-Business

Subject Code: 202

Objective of the course

- To make students familiar with the electronic business
- To acquaint them with infrastructure of e-business

Teaching Pedagogy

Lectures, Presentation, Quizzes

Course Content

Unit 1: Fundamental soft-Commerce (25%)

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

Unit 2: Business Models for E-Commerce (25%)

e-Business: Meaning, Definitions, Importance, e-Business Models based on the relationships of Transaction Parties, B2C, B2B, C2C, C2G, G2G, B2G, Manufacture Model, Advertising Model, Value Chain Model, Brokerage Model,

Unit 3: Payments Mechanism in E-Business (25%)

E-Payment Systems Models of Payments: Credit Cards, Debit Cards & Smart Cards, e-Credit Accounts & e Money/Cash

Unit 4: Digital Signatures (25%)

- 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

Suggested Readings:

1. Essential of E-Business: Arvind Chaudhry, Shyam Salunkhe, Sanjay Saindane, Sachin Jadhav, Prashant Publications
2. Starting E-Commerce Business: Rich, Jason R, IDG Books Delhi
3. E-Commerce Strategy-Technology and Applications: Whiteley, D, McGraw Hill