

AC – 20/04/2024
Item No. – 7.8 Sem. II (2ab)

As Per NEP 2020

University of Mumbai



**Syllabus for
Basket of Minor**

Board of Studies in Banking and Insurance

UG First Year Programme

Semester - II

E-Commerce

Credits 2

I) Introduction of E-Commerce

1

II) Integration of EDI

1

From the Academic Year

2024-25

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	"E-commerce" delves into the principles and practices of conducting business transactions electronically. It covers topics such as online retailing, digital marketing, payment systems, and logistics, exploring the opportunities and challenges of operating in the digital marketplace. The subject also examines emerging trends, technologies, and regulatory issues shaping the e-commerce landscape.
2	Vertical :	Minor
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) <ol style="list-style-type: none"> 1. To familiarize students with various e-commerce business models, structure and dynamics of digital commerce. 2. To explore the technologies and platforms used in e-commerce for implementing and managing e-commerce ventures. 3. To analyze market trends, consumer behavior, and competitive dynamics in the e-commerce industry, for innovation, growth, and differentiation in digital markets. 	
8	Course Outcomes: (List some of the course outcomes) <ol style="list-style-type: none"> 1. Students will demonstrate a comprehensive understanding of e-commerce principles, platforms, and practices, including online retailing, digital marketing, payment systems, and logistics, enabling them to navigate the digital marketplace effectively. 2. Students will cultivate an entrepreneurial mindset, exploring opportunities for e-commerce entrepreneurship. 3. Students will develop practical skills in e-commerce operations in e-commerce management, digital marketing, and online entrepreneurship. 	

9	Modules:- Per credit One module can be created
	<p>Module 1: Introduction of E-Commerce</p> <ul style="list-style-type: none"> • Evolution of E-Commerce-Introduction, History/ Evolution of Electronic Commerce, Roadmap of E-Commerce in India, Main activities, Functions and Scope of E-Commerce. • Benefits and Challenges of E-Commerce, E-Commerce Business Strategies for Marketing, Sales and Promotions. • Business Models of E-Commerce- Characteristics of Business to Business (B2B), Business to Consumers (B2C), Business to Government (B2G) • Concepts of other models of E-commerce. II • Business to Consumer E-Commerce process, Business to Business E-Commerce- Need and Importance, alternative models of B2B E-Commerce. • E-Commerce Sales Product Life Cycle (ESLC) Model <p>Module 2: Integration of EDI</p> <ul style="list-style-type: none"> • E-Business: Meaning, Launching an E-Business, Different Phases of Launching an E-Business • Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, Enterprise Resource Planning • The Internet Audience and Consumer Behaviour and Analyzing the viability of online firms, E-commerce in action: E-tailing Business Models. The service sector: offline and online,) • Electronic Data Interchange (EDI) in E-Business: Meaning of EDI, Benefits of EDI, Drawbacks of EDI, Applications of EDI .
10	Text Books: <ol style="list-style-type: none"> 1. 2. 3. 4. <p>.....</p>

11	Reference Books: <ol style="list-style-type: none"> 1. E-Commerce: An Indian Perspective" by P. T. Joseph, published by PHI Learning Pvt. Ltd 2. E-Commerce: A Managerial Perspective" by Pradeep Kumar and Sunil Sharma, published by Oxford University Press 3. E-Commerce: The Indian Perspective" by Ravi Kalakota and Andrew B. Whinston, published by Addison-Wesley. 4. E-Commerce: Strategy, Technologies, and Applications" by David Whiteley, published by TMH
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12	Internal Continuous Assessment: 40%	External, Semester End Examination Individual Passing in Internal and External Examination : 60%
13	Continuous Evaluation through:	1. Case study 2. PPT Presentation 3. Group activity REFER DETAIL SYLLABUS DOCUMENT
14	Format of Question Paper: for the final examination FOR DETAILS REFER DETAIL SYLLABUS DOCUMENT	

**Sign of Chairman
Dr. Sunil Karve
Chairman of Banking &
Insurance and
Investment
Management**

**Sign of the
Offg. Associate Dean
Dr. Ravikant
Balkrishna Sangurde
Faculty of Commerce**

**Sign of the
Offg. Associate Dean
Prin. Kishori Bhagat
Faculty of Management**

**Sign of offg. Dean
Prof. Kavita Laghate
Faculty of Commerce &
Mangement**