### Veer Narmad South Gujarat University

#### 202 – E-Business

###### First Year BBA (Semester2) With Effect from AY2019-20

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: Fundamentals of e-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 Mechanisms 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

E-Commerce Strategy-Technology and Applications: Whiteley D, McGraw Hill