C.U. SHAH UNIVERSITY
VBT's Institute of Commerce
Wadhwan city
W.e.f.- June 2019

FACULTY OF: - **COMMERCE**
DEPARTMENT OF: - Master of Commerce (e-Commerce)
SEMESTER: - I
CODE: - 5CO01ECI1
NAME: – e-Commerce Introduction and Infrastructure

Teaching & Evaluation Scheme

Sr. No	Subject Code	Name of the Subject	Teaching Hours / Week				Credits	Evaluation Scheme							Total Marks
								Theory				Practical			
								Sessional Exam		University Exam		Internal		University	
			Th	Tu	Pr	Total		Marks	Hr/s	Marks	Hr/s	Pr / Viva	TW	Pr	
1	5CO01ECI1	e-Commerce – Introduction & Infrastructure	4	--	--	4	4	30	$1\frac{1}{2}$	70	3	--	--	--	100

Objective: To provide basic knowledge of infrastructure relating smooth functioning and in-depth understanding of e-Commerce.

Course Outline

Sr.No.	Course Content	No of hours
1	**Introduction to e –Commerce** • Introduction • Evolution of e-commerce • History of e-commerce • Concept of e-commerce • Definition of e-commerce • Nature of e-commerce • Difference between traditional Commerce and e-Commerce	**12**

2	**Types of e-Commerce** - Business to Consumer (B2C) - Business to Business (B2B) - Customer to Business(C2B) - Customer to Customer (C2C) - Business to Government (B2G) - Government to Customer (G2C) - Government to Business (G2B)		12
3	**e-Commerce – Indian Scenario/ e-Commerce in India** - History of e-Commerce in India - Recent changes in e-Commerce in India - Present Scenario of e-Commerce in India		9
4	**Infrastructure of e-Commerce** - Actors and Stakeholders - Fundamental sales process - Technological Elements - Electronic Commerce Framework - Roadmap of e-commerce in India		12
		Total hours	45

References: -

1. e-Commerce and e-Business by Dr. C. S. Rayudu, Himalaya Publishing House.
2. Introduction to Banking by Vijaya Rangavan Iyengar, Excel Books.

On-line Resources:

a. **Books**
   https://www.pdfdrive.com/e-commerce-infrastructure-e19467345.html
   https://www.pdfdrive.com/technology-infrastructure-e-commerce-e2058727.html
b. **Videos**
   https://www.youtube.com/watch?v=mZ7Vefzh2hU
c. **Ppt slides**
   https://www.slideshare.net/munishsingla71/e-commerce-ppt-10713485
   https://www.slideshare.net/VikramNani/e-commerce-business-models