



**C.U. SHAH UNIVERSITY**  
**VBT's Institute of Commerce**  
**Wadhwan city**  
**W.e.f.- June 2020**

**FACULTY OF: - COMMERCE**  
**DEPARTMENT OF: - Master of Commerce (e-Commerce)**  
**SEMESTER: - III**  
**CODE: - 5CO03MOB1**  
**NAME: – Mobile Commerce**  
 (Group -2) (ElectiveII)

**Teaching & Evaluation Scheme**

Sr. No	Subject Code	Name of the Subject	Teaching Hours / Week				Credits	Evaluation Scheme							
			Th	Tu	Pr	Total		Theory				Practical			Total Marks
								Sessional Exam		University Exam		Internal	University	Pr	
								Marks	Hr/s	Marks	Hr/s				
1	5CO03MOB1	Mobile Commerce	4	--	--	4	4	30	1 <sup>1</sup> / <sub>2</sub>	70	3	--	--	--	100

- Objective:**
1. To enable the students deal successfully with the emerging needs and benefits of mobile commerce.
  2. To avail the opportunities of mobile technologies.

**Prerequisite:** Required fundamental knowledge of e-Commerce

**Course Outline**

Sr.No.	Course Content	No of hours
1	<b>Introduction of Mobile Commerce</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Meaning and Definition</li> <li>• Scope of Mobile Commerce</li> <li>• Application of Mobile Commerce</li> <li>• Principle of Mobile Commerce</li> </ul>	15

	<ul style="list-style-type: none"> <li>• Benefits and limitation of Mobile Commerce</li> </ul>	
<b>2</b>	<b>Mobile Commerce Business Models</b> <ul style="list-style-type: none"> <li>• Payment Model</li> <li>• Advertiser Model</li> <li>• Shopping Model</li> <li>• Content Provider Model</li> </ul>	<b>9</b>
<b>3</b>	<b>Mobile Commerce Application</b> <ul style="list-style-type: none"> <li>• Mobile Banking</li> <li>• Mobile Payment</li> <li>• Mobile Ticketing</li> <li>• Mobile Computing</li> </ul>	<b>9</b>
<b>4</b>	<b>Mobile Business Value Chain</b> <ul style="list-style-type: none"> <li>• Usefulness of Mobile business</li> <li>• Benefits of Business from Customer point of View</li> <li>• e-Commerce vs. m-Commerce</li> <li>• Mobile Security Concepts</li> <li>• Growth of Mobile Value added services</li> </ul>	<b>12</b>
	<b>Total hours</b>	<b>45</b>

**References: -**

1. Stabell, C., Fjeldstad, D. Configuring value for competitive advantage: on chains, shops, and networks, *Strategic Management Journal*, 19 (1998).
2. .Mobile Commerce: Technology, Theory, and Applications  
Publisher: Idea Group Inc (IGI), 2003

**On-line Resources:**

**a. Books**

1. [https://books.google.co.in/books/about/Mobile\\_Commerce.html?id=VwY13heJra\\_kC](https://books.google.co.in/books/about/Mobile_Commerce.html?id=VwY13heJra_kC)
2. <https://books.google.bi/books?id=DGHc2o4UxaoC&printsec=frontcover&hl=fr#v=onepage&q&f>

**b. Videos**

1. <https://www.youtube.com/watch?v=Fdt5rRgimao>
2. <https://www.youtube.com/watch?v=KSoANIMKPfY>

**c. Ppt slides**

1. <https://www.slideshare.net/gasantosh031/m-commerce-ppt>
2. <https://slideplayer.com/slide/7600363/>