CERTIFICATE COURSE IN E-COMMERCE (E-COM)

Effective from Academic Year (2020-2021)

Shri Govind Guru University

Godhra

❖ Course Title: Certificate Course in E-Commerce (e-com)

❑ RATIONALE:

The rapidly changing economic scene, social values and structures, cultural patterns, developments in IT, etc. have transformed lifestyle in urban and rural areas. E-Commerce (E-Com) business has emerged as prominent areas of financial services, since the last decade of bygone century. The pace of growth in E-Commerce (E-Com) sector has accelerated with the deliberate policy initiatives of deregulation, liberalization and globalization. Presently, it has comprehensively networked itself in almost all parts of the society. These developments are creating need for new ideas, knowledge and professional application for the benefit of the business and society at large. At the same time the financial and infrastructure constraints also block academic developments. Hence, the possible solution is the self-initiation and self sufficiency in developing course curriculum full in its academic content and administration which provide participants total insight of present day Business Challenges, Opportunities, Regulatory Framework, Institutional and Operational policies, Programs, Markets, Practices, Procedures etc. in the field of E-Commerce (E-Com). This course aims at catering to the needs of working professionals/participants in updating theoretical knowledge and providing the technical skills and operational insights into different areas of E-Commerce (E-Com).

❖ Objectives:

Upon successful completion of this course the student will be able to understand the e-business concepts and how it is different from e-commerce. Moreover, the student will be able to understand the e-business models and infrastructure. Students will learn how e-business concepts are applied to different fields, such as: education, banking, tourism and so on. Moreover, this course will inspire students with online business ideas and motivate them to apply what the learned in the real life.

❖ DURATION AND NATURE OF COURSE:

Six Months Self-Finance Post-Graduate Diploma Course divided into 6 units and one semester. The course will be conducted five days in a week. Saturday/Sunday will be reserved for case discussions and seminar / paper presentations by invitees, experts and course participants.

- ❖ **Tenure :6 Month- June to November & December to May**
- ❖ **Medium of Instruction: English**
- ❖ **Intake capacity: 60**

- ❖ **ADMISSION CRITERIA:**
- ❖ **ELIGIBILITY**:Any graduate from recognized University in India or its equivalent.
- ❖ **TEACHING FACULTY:**

Faculty will be drawn both from within the University as well as experts from commerce sector. In addition experts and professionals from various other fields will also be invited to share their experiences.

❖ TEACHING METHOD:

The teaching method of the course will be interactive and participatory in nature. There will be 30 lectures of one hour in a semester, which will be divided in 20 hours classroom learning plus 10 hours for seminar and paper presentation by participants. As part of the course curriculum it is compulsory for every student to give individual or group of maximum 3 students at least two seminar / paper presentations per semester on current issues / any topic in E-Commerce (E-Com).

PROGRAMME STRUCTURE:

SEMESTER –I - 6 Units
 1. Introduction to e Business and e Commerce
 2. E-Marketplaces: Structures, Mechanisms, Economics, and Impacts
 3. E-Business Applications, E-Procurement and E-Payment Systems
 4. The Impact of E-Business on Different Fields and Industries
 5. E-Learning and Online Education
 6. E-Government

Structure of Course:

Subject Code	Paper No.	Course Name	Internal Marks	External Marks	Total Marks	Credits
ECOM01	01	Introduction to E-Commerce	30	70	100	05
ECOM02	02	E-Business, Learning and Government	30	70	100	05

EXAMINATION AND AWARD OF CLASS:

There will be written examination of two hours in all the subjects of 100 marks each at the end of each semester to evaluate the performance of candidates. A candidate must obtain a minimum of 50% marks to pass in each paper.

AWARD:

All those students who successfully complete the Course will be awarded Certificate in E-Commerce (E- Com) by the University.

Note: University reserves the right to amend, without any notice provisions stated in this prospectus.

Certificate Course in E-Commerce (E-Com)

1 Core   Introduction to E-Commerce

Name of the Course: Certificate Course in E-Commerce E-Com)

Course credit   :06   Teaching Hours :75 (Hours)

Total marks :100

Unit	Content	No. of Lectures
1	**Introduction to e Business and e Commerce** • Define the e-Commerce and e-Business • e-Commerce Types of EC transactions. • Define e-Business Models. • Internet Marketing and e-Tailing. • Elements of e-Business Models. • Explain the benefits and limitations of e-Commerce.	10
2	**E-Marketplaces: Structures, Mechanisms, Economics, and Impacts** • Define e-Marketplace and Describe their Functions. • Explain e-Marketplace types and their features. • Describe the various types of auctions and list their characteristics. • Discuss the benefits, limitations and impacts of auctions. • E-Commerce in the wireless environment	15
3	**E-Business Applications, E-Procurement and E-Payment Systems** • Integration and e-Business suits • ERP, eSCM, CRM • e-Procurement definition, processes, methods and benefits • e-Payment • Discuss the categories and users of smart cards • Describe payment methods in B2B EC.	15

Important Instructions for paper setter: –

Paper setter has strictly instructed to follow the following instruction of structure of a question paper while setting the University examination question paper for regular candidates.

Sr. No.	Particulars	Marks
1	QUE - 1 (From Unit 1) (OR) QUE - 1 (From Unit 1)	
2	QUE - 2 (From Unit 2) (OR) QUE - 2 (From Unit 2)	
3	QUE - 3 (From Unit 3) (OR) QUE - 3 (From Unit 3)	
4	QUE - 4 (From Unit 1 to 3) (OR) QUE - 4 (From Unit 1 to 3)	

Suggested Readings and Reference Books:

1. Electronic Commerce: A Managerial Perspective, Turban, E. et al., Prentice Hall 2008.
2. Electronic Business and Electronic Commerce Management, 2nd edition, Dave Chaffey, Prentice Hall, 2006
3. e-Learning Tools and Technologies, Horton and Horton, Wiley Publishing.
4. Kenneth C. Laudon, E-Commerce : Business, Technology, Society, 4th Edition, Pearson
5. S. J. Joseph, E-Commerce: an Indian perspective, PHI

Certificate Course in E-Commerce (E-Com)
1   Core   E- Business , Learning and Government

Unit	Content	No. of Lectures
1	**The Impact of E-Business on Different Fields and Industries** • e-Tourism • Employment and Job Market Online • Online Real Estate • Online Publishing and e-Books • Banking and Personal Finance Online • On-Demand Delivery Systems and E-Grocers • Online Delivery of Digital Products, Entertainment, and Media	15
2	**E-Learning and Online Education** • Define electronic learning. • Discuss the benefits and drawbacks of e-Learning. • The e-Learning Industry • Discuss e-Content development and tools. • Describe the major technologies used in e-Learning. • Discuss the different approaches for e-Learning delivery. • How e-Learning can be evaluated • Future Trends	10
3	**E-Government** • Definition of e-Governments • Implementation • E-Government Services • Challenges and Opportunities • E-Government Benefits • Case Study	10

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Sr. No.	Particulars	Marks
	UNIVERSITY EXAMINATION	
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2	QUE - 2 (From Unit 2) (OR) QUE - 2 (From Unit 2)	
3	QUE - 3 (From Unit 3) (OR) QUE - 3 (From Unit 3)	
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