



(Shri Ramkrishna Seva Mandal's)  
**ANAND COMMERCE COLLEGE**

An Autonomous College (2025-26 to 2034-35)

(Affiliated to Sardar Patel University)

NAAC ACCREDITED 'A' GRADE (3.04 CGPA)

ISO 9001:2015

Syllabus with effect from the Academic Year 2025-26



**Master of Commerce**  
**M.Com Semester – II**

Course Code	PC02ACOM02	Title of the Course	E-COMMERCE-II
Total Credits of the Course	4	Hours per Week	4

<b>Course Objectives:</b>	<ul style="list-style-type: none"><li>To understand the fundamental concepts of managing business and service operations in an E-commerce environment.</li><li>To acquire knowledge essential for startup entrepreneurship in the context of digital business models.</li><li>To Apply E-commerce tools and techniques to enhance advertising and digital marketing effectiveness.</li><li>To analyse how E-commerce platforms improve communication and interaction between customers and management.</li><li>To evaluate the role and impact of mobile communication technologies in developing and managing E-commerce businesses.</li></ul>
---------------------------	---

Course Content		
Unit	Description	Weightage* (%)
1.	<b>E-Commerce- A Managerial Perspective:</b> <ul style="list-style-type: none"><li>Introduction &amp; Definition</li><li>Business Process Perspective</li><li>Service Perspective and Communication Perspective</li><li>Legal environment of E-Commerce</li></ul>	20%
2.	<b>E-Commerce and Entrepreneurship:</b> <ul style="list-style-type: none"><li>Introduction</li><li>Concept of Entrepreneurship.</li><li>Common characteristics of successful E-Entrepreneurs</li><li>Benefits of Selling on the Web B2B, B2C, C2C, C2B.</li><li>New Startups: Factors to consider before launching into E-Commerce Online Shopping Malls: Advantages and Disadvantages</li></ul>	20%

3.	<b>Advertising And Marketing On The Internet:</b> <ul style="list-style-type: none"> <li>• Advertising and marketing on the Internet- The new age of information-based marketing.</li> <li>• Advertising on the Internet – Charting the on-line marketing process.</li> <li>• Market research. Consumer Search and Resource.</li> <li>• Discovery- Search and Resource .</li> <li>• Discovery paradigms – Information search and retrieval .</li> <li>• Electronic commerce catalogs or directories</li> <li>• Information filtering –Consumer data interface</li> </ul>	20%
4.	<b>E-Commerce &amp; CRM:</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Meaning of CRM (Customer Relationship Management) Types of CRM</li> <li>• Benefits and Limitations of CRM</li> <li>• Issues in CRM implementations</li> <li>• Relationship Marketing</li> </ul>	20%
5.	<b>Mobile Commerce :</b> <ul style="list-style-type: none"> <li>• An Introduction</li> <li>• Benefits of Mobile Commerce</li> <li>• Limitations of Mobile</li> <li>• Commerce Mobile</li> <li>• Commerce Application</li> <li>• Mobile Commerce Products and Services Mobile-Banking</li> <li>• Mobile Commerce in India</li> </ul>	20%

<b>Teaching-Learning Methodology</b>	Lecture, class discussion, case-study, seminars, problem solving and students presentation based learning methodology adopted for teaching all units in this course.
--------------------------------------	--

<b>Evaluation Pattern</b>		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination.	<b>20%</b>
2.	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance.	<b>10%</b>
3.	End Semester Examination (Written-35% + Practical-35%)	<b>70%</b>

<b>Course Outcomes:</b> Having completed this course, the learner will be able to	
1.	Understand the strategic and managerial implications of conducting business through electronic commerce.
2.	Explore how e-commerce enables entrepreneurial ventures and supports digital business models.
3.	Apply online advertising and digital marketing strategies to promote products and services effectively.
4.	Analyze how e-commerce platforms integrate with Customer Relationship Management (CRM) systems to enhance customer engagement.
5.	Understand the technologies, trends, and strategies involved in conducting business through mobile platforms.

<b>Suggested References:</b>	
<b>Sr.No.</b>	<b>References</b>
1.	Bandyopadhyay, K. (2024). <i>Mobile commerce</i> . Delhi: PHI Learning.
2.	Chib, S. (2017). <i>M commerce</i> . Nagpur: Himalaya Publishing House.
3.	Gogte, J. J. (2024). <i>Roadmap for an entrepreneur</i> . Pune: Vishwakarma Publications.
4.	Gupta, P. (Ed.). (2021). <i>E-commerce in India: Economic and legal perspectives</i> . New Delhi: SAGE Publications Pvt. Ltd.
5.	Pandey, U. S., & Shukla, S. (2014). <i>E-commerce and mobile commerce technologies</i> (2nd ed.). New Delhi: S Chand & Company.
6.	Reddy, D. N., & Suman, M. (2015). <i>Advanced e-commerce and mobile commerce</i> . Bengaluru: Himalaya Publishing House.
Digital resources to be used if available as reference material	
Digital Resources	
➤ <a href="https://study.com/academy/course/e-commerce-help-tutorials.html">https://study.com/academy/course/e-commerce-help-tutorials.html</a>	
➤ <a href="https://www.abetterlemonadestand.com/what-is-ecommerce">https://www.abetterlemonadestand.com/what-is-ecommerce</a>	
➤ <a href="https://feinternational.com/blog/what-is-e-commerce-an-introduction-to-the-industry/">https://feinternational.com/blog/what-is-e-commerce-an-introduction-to-the-industry/</a>	



**Chairman**  
BOS of Computer Science  
Anand Commerce College



**Academic Coordinator**  
Anand Commerce College



**Principal**  
Anand Commerce College