



(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 As Per NEP 2020 With Effect From the Academic Year 2025-2026

Bachelor of Computer Applications
BCA Semester – II

Course Code	UCA02SEBCA09	Title of the Course	E - Commerce
Total Credits of the Course	2	Hours per Week	2
Course Objectives	<ol style="list-style-type: none">1. To Understand the Fundamentals of E-Commerce, Its Business Models, Applications, And Emerging Trends.2. To Explore the Impact of E-Commerce on Business Functions and The Role of CRM In Digital Marketing and Customer Engagement.		


Course Content		
Unit	Description	Weightage* (%)
1.	Basics Of E-Commerce and Business Models Definition Of E-Commerce, Communication, Business Process, Service Perspectives, Types of Transactions: B2B, B2C, C2C, C2B, Non-Business, Intra-Business, Types of E-Commerce Applications: Electronic Market, Inter-Organizational System, Customer Services, Benefits to Organizations, Consumers, Society, Limitations of E-Commerce, Framework of E-Commerce, Future Trends of E-Commerce	35% 11 Hr.
2.	Business Models, M-Commerce & Marketplaces E-Commerce Business Models, Eight Key Elements of Business Model, Major B2c And B2b Models, Introduction To M-Commerce, Electronic Marketplaces: Marketplace Components, Types of Electronic Markets: Storefronts, Malls, Virtual Stores, Portals and Their Types, Role of Intermediaries In E-Markets	35% 11 Hr.
3.	CRM And E-Commerce Impact on Business E-Market Success and Competitive Factors, Impact Of E-Market on Marketing, HR, Manufacturing, Finance, Accounting, Customer Relationship Management (CRM): Meaning and Types (Operational, Analytical, Collaborative), Benefits and Limitations Of CRM, Issues in	30% 08 Hr.

	CRM Implementation, One-To-One Marketing: Personalization, Collaborative Filtering, Customer Loyalty, Trust	
--	-------------------------------------------------------------------------------------------------------------	--

Teaching-Learning Methodology	Blended Learning Approach Incorporating Both Traditional Classroom Teaching as Well as Usage of ICT Tools.
--------------------------------------	------------------------------------------------------------------------------------------------------------

Course Outcomes: Having completed this course, the learner will be able to	
CO1	To understand basic concepts, types, benefits, and future trends of E-Commerce.
CO2	To learn various business models, mobile commerce, online marketplaces, and web portals.
CO3	To know the concept of CRM, its impact on business, and the role of customer-focused marketing strategies.

Suggested References	
Sr.No.	References
1.	E-Commerce: Business, Technology, Society by Kenneth C. Laudon and Carol Guercio Traver
2.	Electronic Commerce by Gary P. Schneider
3..	E-Commerce 2021: Business, Technology, Society by Kenneth C. Laudon and Carol Guercio Traver
4.	Introduction to E-Commerce by Jeffrey F. Rayport and Bernard J. Jaworski
5.	E-Commerce by Bharat Bhaskar
Digital resources to be used if available as reference material	
Digital Resources	
https://www.tutorialspoint.com/e_commerce/index.htm	
https://www.geeksforgeeks.org/e-commerce/	


Chairman
 BOS of Computer Science
 Anand Commerce College


Academic Coordinator
 Anand Commerce College


Principal
 Anand Commerce College