

SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE (AUTONOMOUS)

Syllabus for Approval	BoS meeting held on: 19th March 2025	AC meeting held on :
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Board of Studies: COMMERCE

Sr No.	Heading	Particulars
1.	Nomenclature of the Course	SYBCOM E-COMMERCE
2	Eligibility for Admission	College Admission Regulations
3	Programme	Bachelor of Commerce
4	Semesters	Semester: IV
5	NEP Vertical	Major
6	Credit	4
7	Total Marks	100
8	Level	Undergraduate
9	Pattern	Semester IV
10	Status (Revised or New) If revised, % of change)	Revised – 50% of change
11	To be implemented from Academic Year	From the Academic Year: 2025-26

Date:

Chairperson

Dr. Laila Patel

SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE (AUTONOMOUS)



BOARD OF STUDIES: COMMERCE

PROGRAMME: B.COM COMMERCE - MAJOR

SEMESTER: IV

NOMENCLATURE OF THE COURSE: E-COMMERCE

NEP Vertical: MAJOR

Credit: 4

As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025-2026)



Programme:	B.COM COMMERCE MAJOR
Nomenclature of the Course	E-COMMERCE
Total Marks	100
Semester:	IV
Academic year	2025-26

LEARNING OBJECTIVES:

1. To provide an analytical framework to understand the emerging world of E- commerce
2. To make the learners familiar with current challenges and issues in e-commerce
3. To equip the learners to assess E-commerce requirements of digital business & its growing importance.

COURSE OUTCOMES:

1. Students will understand the evolution of E-commerce in India.
2. Students will comprehend the practical application of E-commerce principles & regulations
3. Students will be able to comprehend the scope & trends of the digital economy.

Unit	Course Content	Andragogy	No of Lectures
1.	Introduction to E-Commerce 1.1 Introduction to E-Commerce- Evolution of E-commerce, Functions of E-commerce, Scope of E-commerce, Forms of E-commerce. 1.2 Benefits & Challenges of E-commerce in India 1.3 E-Commerce Business models & E-commerce Sales Product Life Cycle (ESLC Model)	Lecture method, Case study, Group discussion, class presentation.	15
2.	E-Enterprises & World Wide Web 2.1 Meaning of E-enterprise, distinction between Conventional & E-enterprise, benefits & limitations of an E-enterprise. 2.2 Importance of WWW, Reasons for building own website, Principles of designing website, Role of Website in Company's success, Registering a Domain name.	Lecture method, Case study, Group discussion, class presentation.	15
3.	Digital Security & E-payments 3.1 Security threats/issues in E-commerce environment, Types & sources of threats. 3.2 Characteristics of EPS, Types of EPS, Risks involved in EPS, Principles for E-payment 3.3 Merits & demerits of Digital payments, Paradigm shift towards cashless economy.	Lecture method, Case study, Group discussion, class presentation.	15

4.	Trends in E-commerce 4.1 Role of social media in E-commerce & importance of Social networking. 4.2 Emergence of Q-Commerce 4.3 Role of AR & VR in shopping experiences, Shopping experiences through AI.	Lecture method, Case study, Group discussion, class presentation.	15
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SUGGESTED READINGS

- 1) Joseph, P.T. (2005). E-COMMERCE AN INDIAN PERSPECTIVE (2e), New Delhi Prentice-Hall of India
- 2) Rayport, J. F. & Jaworski, B. J. (2002). INTRODUCTION TO E-COMMERCE, New York McGraw-Hill Irwin.
- 3) Kenneth C. Laudon, E-Commerce: Business, Technology, Society, 4th Edition, Pearson

(A-1)

(A-1) RUBRICS FOR CONTINUOUS EVALUATION

Particulars	40 %
Internal tests/ Assignment & Viva-voce	20
Digital posters/ Debates/Creative activity	10
Class participation/Regularity	10

(B) QUESTION PAPER PATTERN FOR SEMESTER END EXAMINATION (60 Marks)

- Q1. Answer any two out of three on Unit 1- 15 Marks
- Q2. Answer any two out of three on Unit 2- 15 Marks
- Q3. Answer any two out of three on Unit 3- 15 Marks
- Q4. Answer any two out of three on Unit 4- 15 Marks
