

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme

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Course Code	MFT5GEXX08
Course Title	E-Commerce: Opportunities & Challenges

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Explain e-Commerce and understand its opportunities and challenges
2. Relate legal and ethical issues with e-Commerce
3. Compare and contrast various business models of e-Commerce

Syllabus

Teaching Hours

Unit I: E-Commerce Models	08
<ul style="list-style-type: none"> • Business Models and e-commerce • e-commerce Strategy • Supply Chain Management and e-commerce 	
Unit II: Socio-Technological Aspects of E-Commerce	07
<ul style="list-style-type: none"> • Electronic Payment Systems • Mobile Computing and Commerce • Social e-commerce and Other Issues in E-Commerce • e-commerce Security and Controls • Legal and Ethical Issues in E-Commerce 	

Suggested Readings:

1. Laudon K.C., Traver G.C., E-Commerce: Business, Technology, Society, Pearson India Education Services Pvt. Ltd.
2. Turban, E., King, D., Lee, J., Liang, T. P., and Turban, D., Electronic Commerce: A Managerial and Social Networks Perspective. Upper Saddle River, NJ: Pearson/Prentice Hall.

w.e.f. Academic Year 2019-20 and onwards