

COURSE TITLE	ESSENTIALS TO E-COMMERCE
COURSE CODE	10BH1606
COURSE CREDITS	3

Objective:

- 1 To understand key concepts and frameworks of e-commerce.
- 2 To explore fundamental technologies and business models in e-commerce.
- 3 To analyze the practical aspects of running and managing an e-commerce business.

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand the Fundamentals of E-Commerce: Explain the evolution, significance, and various business models of E-Commerce.
- 2 Describe and differentiate between the various e-commerce models and technologies.
- 3 Apply and develop digital strategies for optimizing business operations
- 4 Apply and develop digital strategies for optimizing business operations
- 5 Explore the future trends in E-Commerce and assess how technological advancements are transforming global digital trade and online consumer behavior

Pre-requisite of course:None

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	1	0	0	0	0	50	50

Contents : Unit	Topics	Contact Hours
1	INTRODUCTION TO E-COMMERCE AND EMERGING TECHNOLOGIES Introduction to E-Commerce: ? Definition, Scope and Evolution of E- Commerce, Key Drivers of E-Commerce Growth, Trends and Future of E-Commerce, Limitations of E-Commerce and Global Trends, E-Commerce Business Models ? B2B, B2C, C2C, C2B models, Omnichannel Commerce and direct-to- consumer (DTC) Model, Technology driving E-Commerce: Artificial Intelligence, Blockchain Technology, Internet of Things (IoT), Metaverse Commerce, E-Commerce Operations & Management ? Digital Marketing and Social Commerce, Customer Relationship Management, E-fulfillment and last-mile delivery innovations	15

Contents : Unit	Topics	Contact Hours
2	E-COMMERCE OPERATIONS AND MANAGEMENT Digital Payment Systems: Types of electronic payment methods, Payment gateways, digital wallets and buy- now-pay-later (BNPL) models, Role of blockchain in secure payments, Cybersecurity in E-Commerce: ? Threats: Phishing, Data breaches, e-commerce frauds, Security Measures, Privacy Laws, Legal and Ethical Issues in E-Commerce ? Consumer protection laws in digital commerce, Intellectual property and copyright in online marketplace, Ethical Concerns, Case study on E-Commerce Companies: ? Amazon's AI-powered personalization and logistics innovation, Walmart's use of IoT for supply chain optimization	15
Total Hours		30

Textbook :

- 1 E-Business and E-Commerce Management (3rd ed.), Chaffey, D., Pearson., 2007

References:

- 1 Electronic Commerce: Concepts, Methodologies, Tools and Applications., Electronic Commerce: Concepts, Methodologies, Tools and Applications., Becker, S. A., Information Science, 2007
- 2 E-Commerce, The Cutting Edge of Business., E-Commerce, The Cutting Edge of Business., Bajaj, K., & Nag, D., McGraw Hill Education (India) Private Limited., 2005
- 3 Electronic Commerce: From Vision to Fulfillment., Electronic Commerce: From Vision to Fulfillment., Awad, E. M., New Delhi: Pearson Education., 2007
- 4 eMarketing excellence: The Heart of eBusiness., eMarketing excellence: The Heart of eBusiness., Smith, P. R., & Chaffey, D., UK: Elsevier Ltd., 2005

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	15.00	20.00	20.00	20.00	15.00