

<b>COURSE TITLE</b>	<b>ESSENTIALS OF E-COMMERCE</b>
<b>COURSE CODE</b>	<b>10BC1601</b>
<b>COURSE CREDITS</b>	<b>4</b>

**Objective:**

- 1 To help the students understand fundamental concepts of E-Commerce.
- 2 To enable the students to grasp the E-Business mechanisms.
- 3 To equip students with a fundamental understanding of the key decisions associated with ECommerce.

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

- 1 Define the basics of E-Business and E-Commerce.
- 2 Demonstrate the requirement of infrastructure for E-Business.
- 3 Relate the different business strategies of business to E-Business.
- 4 Critiques the need of supply chain management and E-Marketing.
- 5 Formulate and understand the concept of customer relationship management and change management in E-Commerce.

**Pre-requisite of course:**N/A

**Teaching and Examination Scheme**

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
3	1	0	50	30	20	0	0

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>INTRODUCTION TO E-BUSINESS AND ECOMMERCE</b> Introduction to E-Commerce, Difference between-Business and E-Commerce, Role of E-Commerce in business economy, Drivers of E-Commerce and factors responsible for growth of E-Commerce in India, Opportunities and Challenges of E-Commerce in India, E-Commerce Environment, Market Channel Structures in E-Commerce, Different types of online intermediary, Revenue Models in E-Commerce, Legal aspects of E-Commerce, Case study on Internet Start-Up Companies	9

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
2	<b>E-BUSINESS INFRASTRUCTURE AND EENVIRONMENT:</b> E-Business Infrastructure: ? Concept of Internet, Intranets and extranets, HTTP Protocol, Uniform Resource Locators (URLs), Domain Names, Managing Hardware and Systems Software Infrastructure, Web Services and Service-Oriented Architecture (SOA), E-Environment: ? Factors Governing Internet Adoption, Assessing Demand for E-Commerce Services, Political Factors related to E-Commerce, Internet Governance & E-Government, FDI Policies related to E-Commerce	9
3	<b>E-BUSINESS STRATEGY</b> E-Business Channels & Organizational Restructuring, Business and Revenue Models, Market Place Restructuring, Market and Product Development Strategies, Positioning and Differentiation Strategies in ECommerce, Reasons for Failure of E-Business Strategies, E-Business Strategy Implementation Success Factors for SMEs	9
4	<b>SUPPLY CHAIN MANAGEMENT AND EMARKETING</b> Supply Chain Management in E-Business: ? Introduction, Logistics in E-Commerce, Benefits of E-Supply Chain Management., E-Marketing: ? Meaning, E-Marketing Planning, Inputs to the E-Marketing, AI in E - marketing, Examples of AI driven marketing campaigns, Situation Analysis: Demand Analysis, Competitor Analysis, Intermediary Analysis, Internal Marketing Audit	9
5	<b>CUSTOMER RELATIONSHIP MANAGEMENT AND CHANGE MANAGEMENT IN ECOMMERCE</b> Customer Relationship Management: ? Introduction to E-CRM, Benefits of E-CRM, Customer Profiling, Online Marketing Communications, Customer Retention Management, Change Management: ? Introduction, Challenges of E-Business Transformation,, Human Resource Requirements, Knowledge Management: Objectives, Implementation and Technologies used for Implementing Knowledge Management	9
<b>Total Hours</b>		<b>45</b>

#### Suggested List of Experiments:

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Issues related to E-commerce</b> Issues related to E-commerce	15
<b>Total Hours</b>		<b>15</b>

#### Textbook :

- 1 E-Business and E-Commerce Management, Chaffey, D., Pearson, 2007

#### References:

- 1 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

**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					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking / Creative</b>
10.00	10.00	30.00	10.00	20.00	20.00