

# GUJARAT TECHNOLOGICAL UNIVERSITY

## Integrated Master of Business Administration

Year – 4 (Semester –7) (W.E.F. Academic Year 2017-18)

**Specialization: Entrepreneurship and Family Business**

**Subject Name: E-Business (EB)**

**Subject Code: 2577153**

### 1. Learning Outcomes:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"><li>Recognize the fundamental principles of E-Business and E-Commerce.</li><li>Define and describe E-Business and its models.</li><li>Understand the usage of e-commerce in achieving competitive advantage.</li></ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"><li>Describe hardware and software technologies for e-commerce.</li><li>Analyze how secured e-commerce practices impact a firm in terms of value creation.</li></ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"><li>Examine the different types and key components of e-business models in the global economy.</li></ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"><li>Assess the impact of legal, privacy and ethical constraints or opportunities on an e-business firm.</li></ul>
Effective Communication (EC)	<ul style="list-style-type: none"><li>Understanding of ways of communication and interchange of business data, information and documentation through electronic media.</li></ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"><li>Demonstrate a tendency to actively use the internet in one's economic and social spheres, and in advancing one's career.</li></ul>

**2. Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

### 3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	<b>Overview of E-Commerce:</b> <ul style="list-style-type: none"><li>Introduction:<ul style="list-style-type: none"><li>Definition, Functions, Significance and Scope of</li></ul></li></ul>	10	21

	<p>E-Commerce; E-Business Vs. E-Commerce</p> <ul style="list-style-type: none"> <li>▪ Features of E-Commerce Technology; Advantages and Disadvantages of E-Commerce; Growth of E-commerce in India</li> <li>• Types of E-business: B2C, B2B, C2C, Social E-Commerce, M-commerce, Local E-Commerce</li> </ul>		
<b>II</b>	<p><b>E-Commerce Business Models:</b></p> <ul style="list-style-type: none"> <li>• Key Elements of Business Models</li> <li>• <b>Major Business - To – Consumer (B2C) Business Models:</b> <ul style="list-style-type: none"> <li>▪ E-tailer, Community Provider, Content Provider, Portal, Transaction Broker, Market Creator, Service Provider</li> </ul> </li> <li>• <b>Major Business - To – Business (B2B) Business Models:</b> <ul style="list-style-type: none"> <li>▪ E-Distributor, E-procurement, Exchanges and Industry Consortium;</li> </ul> </li> </ul>	10	14
<b>III</b>	<p><b>E-Commerce Security and Electronic Payment Systems:</b></p> <ul style="list-style-type: none"> <li>• Dimensions of E-Commerce Security; Key Security Threats in the E-Commerce Environment</li> <li>• Technology Solutions: Tools available to achieve site security</li> <li>• Features of traditional Payment Systems; Major E-Commerce Payment Systems</li> </ul>	10	14
<b>IV</b>	<p><b>E-CRM and SCM in E-commerce:</b></p> <ul style="list-style-type: none"> <li>• <b>Supply Chain Management in E-commerce:</b> <ul style="list-style-type: none"> <li>▪ Procurement process and Supply Chain; Benefits of E-SCM; Components of E-Supply Chain;</li> </ul> </li> <li>• <b>E- Customer Relationship Management:</b> <ul style="list-style-type: none"> <li>▪ Importance of Customer Relationship Management; Need of E-Customer Relationship tools; Components of CRM; Benefits of E-CRM</li> </ul> </li> </ul>	10	21
<b>V</b>	<p><b>Practical:</b> Students may study various case studies to understand the practical implications of above mentioned topics</p>	---	(30 marks CEC)

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

#### 5. Evaluation:

Students shall be evaluated on the following components:

<b>A</b>	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
<b>B</b>	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
<b>C</b>	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>

#### 6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Kenneth C. Laudon, Carol GuercioTraver, Carol G. Traver	E-commerce: Business, Technology, Society	Addison – Wesley	2002
2	C. S. V. Murthy	E-Commerce: Concepts, Models, Strategies	Himalaya	2011
3	Dave Chaffey	E-Business and E-Commerce Management	Pearson	2009 / 4 <sup>th</sup>
4	Harvey M. Deitel, Paul J. Deitel & Kate Steinbuhler	E-Business & E-Commerce for Managers	Pearson	Latest
5	P.T. Joseph, S.J.	E-Commerce: An Indian Perspective	PHI Learning Private Limited	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

#### 7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Journal of Electronic Commerce Research
2. Electronic Commerce Research and Applications
3. International Journal of Electronic Commerce
4. Electronic Commerce Research
5. International Journal of Electronic Business
6. Journal of E-commerce.
7. E-Commerce Magazine (Online)