

Year: B. Tech III (Semester VI)

Subject Name: E-Commerce and E- Business Management

Subject Code: BTIT13603

Type of course: Professional Core course

Prerequisite (if any):-

Rationale: This course aims to make aware the students to about use of e-commerce in competing markets, they can analyse the impact of e-commerce on business models and strategy, describe the infrastructure for e-commerce and understand the process of development of e-business services.

Teaching and Examination Scheme:

Teaching Scheme				Theory Marks			Practical Marks		Total
L	T	P	C	TEE	CA1	CA2	TEP	CA3	
3	0	0	3	60	25	15	0	0	100

CA1: Continuous Assessment (assignments / projects / open book tests / closed book tests) CA2: Sincerity in attending classes / class tests / timely submissions of assignments / self-learning attitude / solving advanced problems TEE: Term End Examination TEP: Term End Practical Exam (Performance and viva on practical skills learned in course) CA3: Regular submission of Lab work / Quality of work submitted / Active participation in lab sessions / viva on practical skills learned in course.

Contents:

Sr. No.	Contents	Total Hours
1.	Introduction to e-business and e-commerce: The impact of electronic communications on traditional businesses, the difference between e-commerce and e-business, Business adoption of digital technologies for e-commerce and e-business, E-business risks,	03
2.	Marketplace analysis for e-commerce: The e-commerce environment, Location of trading in the marketplace, Business models for e-commerce, Auction business models, Valuing Internet start-ups	03
3.	E-business infrastructure and E-environment: E-business infrastructure components, Internet technology, Web technology, Internet-access software applications, Augmented reality, Blogs and blogging, Electronic mail, Feeds, Networking standards, Managing e-business applications infrastructure, Web services, SaaS and service-oriented architectures, Mobile commerce, Social and legal factors, Taxation, Economic and competitive factors, Political factors, The implications of e-commerce for international B2B trading	06
4.	E-business strategy: The imperative for e-business strategy, E-channel strategies, Strategy process models for e-business, Strategic analysis-Resource and process analysis, Competitive environment analysis, Assessing competitive threats, Co-opetition, Competitor analysis, Strategic objectives, Defining vision and mission, objective setting, strategy	04

	definition, and implementation	
5.	Supply Chain Management: Problems of supply chain management (SCM), Using technology to SCM, Push and pull supply chain models, The value chain analysis, Using e-business to restructure the supply chain, Technology options and standards for SCM, Goal-setting and performance management for e-SCM, Managing partnerships, Managing global distribution	07
6.	E-marketing and E-Procuring: E-marketing definition, E-marketing planning, Situation analysis: Demand analysis, Competitor analysis, Intermediary analysis, Internal marketing audit, Characteristics of digital media, Online branding, E-Procuring: procurement process, Types of procurement, Drivers of e-procurement, Barriers and risks of e-procurement adoption, B2B marketplaces	06
7.	Customer relationship management: Introduction to Customer relationship management (CRM), Marketing applications of CRM, Real-world e-business: eBags, e-CRM, Customer profiling, Conversion marketing, The online buying process, Differences in buyer behaviour in target markets, Customer acquisition management, Social media, and social CRM strategy, Customer retention management, Excelling in e-commerce service quality, Technology solutions for CRM, Types of CRM applications, Integration with back-office systems	07
8.	Change management: The challenges of e-business transformation, types of change in business, The project plan and schedule for an e-business system, Human resource requirements, Revising organizational structures, Organizational culture, Implementing knowledge management, Risk management	04
9.	Analysis, design and implementation E-business service: Analysis for e-business, Process modelling, Data modelling, Architectural design of e-business systems, User-centred site design, Security design for e-business, Alternatives for acquiring e-business systems, Development of web-based content and services, Testing process and environment, Content management and maintenance, Web analytics	05

Suggested Specification table with Marks (Theory): (For B. Tech only)

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
20	30	10	-	-	-

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (Revised Bloom's Taxonomy)

Reference Books:

Sr No.	Title of book /article	Author(s)	Publisher and details like ISBN
1.	E-business and e-commerce management	Dave Chaffey	Pearson
2.	E-Business Roadmap for Success	Dr. Ravi Kalakota, Marcia Robinson	Addison Wesley
3.	E-commerce	Schneider	Cengage Learning
4.	E-commerce and web marketing	Hansom and Kalyanam	Cengage Learning
5.	Frontiers of e-commerce	Ravi Kalakota	Pearson

Note: Students should refer to the latest editions of books

Course Outcomes (CO):

Sr. No.	CO statements	Marks % weightage
CO-1	Define the need of e-Commerce and e-business and its marketplace analysis	15%
CO-2	Identify different types of E-business infrastructure components and e-business strategies	20%
CO-3	Describe the importance of Supply Chain Management and customer relationship management in an e-business environment	30%
CO-4	Explain the working of e-marketing and e-procuring systems and various methods	15%
CO-5	Demonstrate the process of change management and development of e-business service.	20%