# **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   | Learning Outcome   |
| Component  |  |
| Business Environment and<br>Domain Knowledge<br>(BEDK)   | <ul> <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<br>Analysis, Problem Solving<br>and Innovative Solutions<br>(CBPI) | <ul> <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-<br>Cultural Understanding<br>(GECCU)                                | • Examine the different types and key components of e-business models in the global economy.   |
| Social Responsiveness and<br>Ethics (SRE)  | • Assess the impact of legal, privacy and ethical constraints or opportunities on an e-business firm.  |
| Effective Communication (EC)   | • Understanding of ways of communication and interchange of business data, information and documentation through electronic media.   |
| Leadership and Teamwork<br>(LT)  | • Demonstrate a tendency to actively use the internet in one's economic and social spheres, and in advancing one's career.   |

# 1. Learning Outcomes:

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

#### 3. Course Contents:

| Module<br>No: | Contents   | No. of<br>Sessions | 70 Marks<br>(External<br>Evaluation) |
|---------------|--|--------------------|--------------------------------------|
| Ι             | <ul> <li>Overview of E-Commerce:</li> <li>Introduction: <ul> <li>Definition, Functions, Significance and Scope of</li> </ul> </li> </ul> | 10                 | 21                                   |

| B-Commerce; E-Business Vs. E-Commerce         • Features       of E-Commerce Technology;<br>Advantages and Disadvantages of E-Commerce;<br>Growth of E-commerce in India         • Types of E-business: B2C, B2B, C2C, Social E-<br>Commerce, M-commerce, Local E-Commerce         E-Commerce Business Models:         • Key Elements of Business Models         • Topical error in the error intervent interve | <b></b> |   |    | ]        |
|---|---------|---|----|----------|
| Advantages and Disadvantages of E-Commerce;<br>Growth of E-commerce in India       •         •       Types of E-business: B2C, B2B, C2C, Social E-<br>Commerce Musiness Models:         •       Key Elements of Business Models         •       Major Business - To - Consumer (B2C) Business<br>Models:         •       E-tailer, Community Provider, Content Provider,<br>Portal, Transaction Broker, Market Creator, Service<br>Provider         •       Major Business - To - Business (B2B) Business<br>Models:         •       E-Commerce Security and Electronic Payment Systems:         •       Dimensions of E-Commerce Environment         •       Dimensions of E-Commerce Security; Key Security<br>Threats in the E-Commerce Security; Key Security<br>Threats of traditional Payment Systems; Major E-<br>Commerce Payment Systems       10       14         III       •       Features of traditional Payment Systems; Major E-<br>Commerce Payment Systems       10       14         IV       •       Features of traditional Payment Systems; Major E-<br>Commerce Payment Systems       10       14         IV       •       Features of E-Customer Relationship Management:<br>•       10       21         IV       •       •       •       10       21         V       Students may study various case studies to understand the<br>of CRM; Benefits of E-CRM  |         |   |    |          |
| Growth of E-commerce in India       • Types of E-business: B2C, B2B, C2C, Social E-Commerce, M-commerce, Local E-Commerce         Commerce M-commerce, Local E-Commerce       • Commerce, M-commerce         E-Commerce Business Models:       • Key Elements of Business Models         • Major Business - To - Consumer (B2C) Business Models:       • E-tailer, Community Provider, Content Provider, Porvider, Porvider         • E-tailer, Community Provider, Content Provider, Porvider       • E-tailer, Community Provider, Content Provider, Market Creator, Service Provider         • Major Business - To - Business (B2B) Business Models:       • E-Distributor, E-procurement, Exchanges and Industry Consortium;         • Dimensions of E-Commerce Security; Key Security Threats in the E-Commerce Environment       10         • Technology Solutions: Tools available to achieve site security       10         • Features of traditional Payment Systems; Major E-Commerce Payment Systems       10         • Fector Business of E-Commerce:       • Procurement process and Supply Chain; Enefits of E-SCM; Components of E-Supply Chain;         • Fe Customer Relationship Management:       • Inportance of Customer Relationship Management; Need of E-Customer Relationship Manag  |         |   |    |          |
| • Types of E-business: B2C, B2B, C2C, Social E-Commerce         • Commerce, M-commerce, Local E-Commerce         • Key Elements of Business Models         • Major Business - To - Consumer (B2C) Business         Models:         • E-tailer, Community Provider, Content Provider, Portal, Transaction Broker, Market Creator, Service Provider         • Major Business - To - Business (B2B) Business Models:         • Major Business - To - Business (B2B) Business Models:         • Major Business - To - Business (B2B) Business Models:         • E-Distributor, E-procurement, Exchanges and Industry Consortium;         E-Commerce Security and Electronic Payment Systems:         • Dimensions of E-Commerce Environment         • Technology Solutions: Tools available to achieve site security         • Features of traditional Payment Systems; Major E-Commerce Payment Systems         • Supply Chain Management in E-commerce:         • Supply Chain Management in E-commerce:         • Procurement process and Supply Chain; Benefits of E-SCM; Components of E-Supply Chain;         • E- Customer Relationship Management:         • Importance of Customer Relationship Management; Need of E-Customer Relatio   |         |   |    |          |
| Commerce, M-commerce, Local E-CommerceE-Commerce Business Models:• Key Elements of Business Models• Major Business - To - Consumer (B2C) Business<br>Models:• E-tailer, Community Provider, Content Provider,<br>Portal, Transaction Broker, Market Creator, Service<br>Provider• Major Business - To - Business (B2B) Business<br>Models:• E-Distributor, E-procurement, Exchanges and<br>Industry Consortium;• Dimensions of E-Commerce Security; Key Security<br>Threats in the E-Commerce Environment• Dimensions of E-Commerce Environment• Technology Solutions: Tools available to achieve site<br>security• Features of traditional Payment Systems; Major E-<br>Commerce Payment Systems• Supply Chain Management in E-commerce:<br>• Procurement process and Supply Chain; Benefits of<br>E-SCM; Components of E-Supply Chain;<br>• E-Customer Relationship Management:<br>• Importance of Customer Relationship Management;<br>Need of E-Customer Relationship Management;<br>• Meed of E-Cus   |         |   |    |          |
| E-Commerce Business Models:• Key Elements of Business Models• Major Business - To – Consumer (B2C) Business<br>Models:• E-tailer, Community Provider, Content Provider,<br>Portal, Transaction Broker, Market Creator, Service<br>Provider• Major Business - To – Business (B2B) Business<br>Models:• E-Distributor, E-procurement, Exchanges and<br>Industry Consortium;• E-Commerce Security and Electronic Payment Systems:<br>• Dimensions of E-Commerce Security; Key Security<br>Threats in the E-Commerce EnvironmentIII• Technology Solutions: Tools available to achieve site<br>security• Features of traditional Payment Systems; Major E-<br>Commerce Payment Systems• Supply Chain Management in E-commerce:<br>• Procurement process and Supply Chain; Benefits of<br>E-SCM; Components of E-Supply Chain;<br>• E- Customer Relationship Management:<br>• Importance of Customer Relationship Management;<br>Need of E-Customer Relationship Management;<br>Need of E-Customer Relationship Management;<br>Need of E-Customer Relationship Management;<br>Need of E-Customer Relationship tools; Components<br>of CRM; Benefits of E-CRMV   |         |   |    |          |
| <ul> <li>Key Elements of Business Models</li> <li>Major Business - To - Consumer (B2C) Business<br/>Models:         <ul> <li>E-tailer, Community Provider, Content Provider,<br/>Portal, Transaction Broker, Market Creator, Service<br/>Provider</li> <li>Major Business - To - Business (B2B) Business<br/>Models:                 <ul> <li>E-Distributor, E-procurement, Exchanges and<br/>Industry Consortium;</li> <li>E-Commerce Security and Electronic Payment Systems:</li> <li>Dimensions of E-Commerce Security; Key Security<br/>Threats in the E-Commerce Environment</li> <li>Technology Solutions: Tools available to achieve site<br/>security</li> <li>Features of traditional Payment Systems; Major E-<br/>Commerce Payment Systems</li> <li>E-CRM and SCM in E-commerce:</li></ul></li></ul></li></ul>  |         |   |    |          |
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| Models:<br>• E-tailer, Community Provider, Content Provider,<br>Portal, Transaction Broker, Market Creator, Service<br>Provider1014IIMajor Business - To - Business (B2B) Business<br>Models:<br>• E-Distributor, E-procurement, Exchanges and<br>Industry Consortium;1014IIIE-Commerce Security and Electronic Payment Systems:<br>• Dimensions of E-Commerce Security; Key Security<br>Threats in the E-Commerce Bevironment1014III• Technology Solutions: Tools available to achieve site<br>security<br>• Features of traditional Payment Systems; Major E-<br>Commerce Payment Systems1014IVE-CRM and SCM in E-commerce:<br>• Supply Chain Management in E-commerces:<br>• Procurement process and Supply Chain; Benefits of<br>E-SCM; Components of E-Supply Chain;<br>• E- Customer Relationship Management:<br>• Importance of Customer Relationship Management;<br>Need of E-Customer Relationship Monagement;<br>Need of E-Customer Relationship Monagement;<br>Need of E-Customer Relationship Management;<br>Need of E-Customer Relationship Monagement;<br>Need of E-Customer Relationship Monagement;<br>Need of E-Customer Relationship Management;<br>Need of E-Customer Relationship Management;<br>Need of E-Customer Relationship Monagement;<br>Need of E-Customer Relationship Monagement;<br>Need of E-Customer Relationship Monagement;<br>Need of E-Customer Relationship Management;<br>Need of E-Customer Relationship Monagement;<br>Need of E-Customer Relationship tools; Components<br>of CRM; Benefits of E-CRM(30 marks<br>CEC)VPractical:<br>Students may study various case studies to understand the<br>CEC)(30 marks<br>CEC)  |         | Key Elements of Business Models                                       |    |          |
| II• E-tailer, Community Provider, Content Provider,<br>Portal, Transaction Broker, Market Creator, Service<br>Provider1014III• Major Business • To - Business (B2B) Business<br>Models:<br>• E-Distributor, E-procurement, Exchanges and<br>Industry Consortium;1014III• E-Commerce Security and Electronic Payment Systems:<br>• Dimensions of E-Commerce Security; Key Security<br>Threats in the E-Commerce Environment1014III• Technology Solutions: Tools available to achieve site<br>security<br>• Features of traditional Payment Systems; Major E-<br>Commerce Payment Systems1014IV• Features of traditional Payment in E-commerce:<br>• Supply Chain Management in E-commerce:<br>• Procurement process and Supply Chain; Benefits of<br>E-SCM; Components of E-Supply Chain;<br>• E- Customer Relationship Management:<br>• Importance of Customer Relationship Management;<br>Need of E-Customer Relationship Moles; Components<br>of CRM; Benefits of E-CRM1021VPractical:<br>Students may study various case studies to understand the<br>CECU(30 marks<br>CECU  |         | • Major Business - To - Consumer (B2C) Business                       |    |          |
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| Industry Consortium;Image: Consortium;E-Commerce Security and Electronic Payment Systems:Image: Consortium;Dimensions of E-Commerce Security; Key Security<br>Threats in the E-Commerce Environment10IIITechnology Solutions: Tools available to achieve site<br>security10Features of traditional Payment Systems; Major E-<br>Commerce Payment Systems10E-CRM and SCM in E-commerce:<br>• Procurement process and Supply Chain; Benefits of<br>E-SCM; Components of E-Supply Chain;<br>• E- Customer Relationship Management:<br>• Importance of Customer Relationship Management;<br>Need of E-Customer Relationship tools; Components<br>of CRM; Benefits of E-CRM10VStudents may study various case studies to understand the<br>CEC)  |         | •   |    |          |
| E-Commerce Security and Electronic Payment Systems:<br><ul><li>Dimensions of E-Commerce Security; Key Security<br/>Threats in the E-Commerce Environment</li><li>Technology Solutions: Tools available to achieve site<br/>security</li><li>Features of traditional Payment Systems; Major E-<br/>Commerce Payment Systems</li></ul> 1014IVE-CRM and SCM in E-commerce:<br>• Procurement process and Supply Chain; Benefits of<br>E-SCM; Components of E-Supply Chain;<br>• E- Customer Relationship Management:<br>• Importance of Customer Relationship Management;<br>Need of E-Customer Relationship tools; Components<br>of CRM; Benefits of E-CRM1021VPractical:<br>Students may study various case studies to understand the<br>CEC)(30 marks<br>CEC)  |         | • E-Distributor, E-procurement, Exchanges and                         |    |          |
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| IIIThreats in the E-Commerce Environment1014IIITechnology Solutions: Tools available to achieve site<br>security1014• Features of traditional Payment Systems; Major E-<br>Commerce Payment Systems1014III <b>E-CRM and SCM in E-commerce:</b><br>• Procurement process and Supply Chain; Benefits of<br>E-SCM; Components of E-Supply Chain;<br>• E- Customer Relationship Management:<br>• Importance of Customer Relationship Management;<br>Need of E-Customer Relationship tools; Components<br>of CRM; Benefits of E-CRM1021VPractical:<br>Students may study various case studies to understand the<br>CEC)(30 marks<br>CEC)   |         | E-Commerce Security and Electronic Payment Systems:                   |    |          |
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| Image: Security       Image: Security         • Features of traditional Payment Systems; Major E-<br>Commerce Payment Systems         E-CRM and SCM in E-commerce:         • Supply Chain Management in E-commerce:         • Procurement process and Supply Chain; Benefits of<br>E-SCM; Components of E-Supply Chain;         • E- Customer Relationship Management:         • Importance of Customer Relationship Management;<br>Need of E-Customer Relationship tools; Components<br>of CRM; Benefits of E-CRM         V         Students may study various case studies to understand the  |         | Threats in the E-Commerce Environment                                 |    | 14       |
| security• Features of traditional Payment Systems; Major E-<br>Commerce Payment SystemsE-CRM and SCM in E-commerce:<br>• Supply Chain Management in E-commerce:<br>• Procurement process and Supply Chain; Benefits of<br>E-SCM; Components of E-Supply Chain;<br>• E- Customer Relationship Management:<br>• Importance of Customer Relationship Management;<br>Need of E-Customer Relationship tools; Components<br>of CRM; Benefits of E-CRM1021VPractical:<br>Students may study various case studies to understand the(30 marks<br>CEC)  | III     |   |    |          |
| Commerce Payment SystemsImage: Commerce Payment SystemsE-CRM and SCM in E-commerce:<br>• Supply Chain Management in E-commerce:<br>• Procurement process and Supply Chain; Benefits of<br>E-SCM; Components of E-Supply Chain;<br>• E- Customer Relationship Management:<br>• Importance of Customer Relationship Management;<br>Need of E-Customer Relationship tools; Components<br>of CRM; Benefits of E-CRM1021VPractical:<br>Students may study various case studies to understand the(30 marks<br>CEC)  |         |   |    |          |
| IV       E-CRM and SCM in E-commerce:       •       Supply Chain Management in E-commerce:       •       •       Supply Chain Management in E-commerce:       •       •       Procurement process and Supply Chain; Benefits of E-SCM; Components of E-Supply Chain;       10       21         IV       •       E- Customer Relationship Management:       •       10       21         •       E- Customer Relationship Management:       •       10       21         •       Importance of Customer Relationship Management; Need of E-Customer Relationship tools; Components of CRM; Benefits of E-CRM       10       21         V       Students may study various case studies to understand the        (30 marks CEC)   |         | • Features of traditional Payment Systems; Major E-                   |    |          |
| IV       • Supply Chain Management in E-commerce:       • Procurement process and Supply Chain; Benefits of E-SCM; Components of E-Supply Chain;       10       21         IV       • E- Customer Relationship Management:       • Importance of Customer Relationship Management; Need of E-Customer Relationship tools; Components of CRM; Benefits of E-CRM       10       21         V       Practical:       • Students may study various case studies to understand the        (30 marks CEC)   |         |   |    |          |
| IV <ul> <li>Procurement process and Supply Chain; Benefits of E-SCM; Components of E-Supply Chain;</li> <li>E-Customer Relationship Management:                 <ul> <li>Importance of Customer Relationship Management; Need of E-Customer Relationship tools; Components of CRM; Benefits of E-CRM</li></ul></li></ul>  |         | E-CRM and SCM in E-commerce:  |    |          |
| IV       E-SCM; Components of E-Supply Chain;       10       21         • E- Customer Relationship Management:       10       21         • Importance of Customer Relationship Management;       10       21         • Need of E-Customer Relationship tools; Components of CRM; Benefits of E-CRM       10       21         V       Practical:       (30 marks CEC)         V       Students may study various case studies to understand the  |         | Supply Chain Management in E-commerce:                                |    |          |
| <ul> <li>E- Customer Relationship Management:         <ul> <li>Importance of Customer Relationship Management;<br/>Need of E-Customer Relationship tools; Components<br/>of CRM; Benefits of E-CRM</li> <li>Practical:<br/>Students may study various case studies to understand the (30 marks<br/>CEC)</li> </ul> </li> </ul>  |         | <ul> <li>Procurement process and Supply Chain; Benefits of</li> </ul> |    |          |
| <ul> <li>E- Customer Relationship Management:         <ul> <li>Importance of Customer Relationship Management;<br/>Need of E-Customer Relationship tools; Components<br/>of CRM; Benefits of E-CRM</li> <li>Practical:<br/>Students may study various case studies to understand the (30 marks<br/>CEC)</li> </ul> </li> </ul>  | TX7     | E-SCM; Components of E-Supply Chain;                                  | 10 | 21       |
| <ul> <li>Importance of Customer Relationship Management;<br/>Need of E-Customer Relationship tools; Components<br/>of CRM; Benefits of E-CRM</li> <li>Practical:<br/>Students may study various case studies to understand the (30 marks<br/>CEC)</li> </ul>  | 1 V     | E- Customer Relationship Management:                                  |    | 21       |
| of CRM; Benefits of E-CRM       (30 marks         V       Students may study various case studies to understand the        (30 marks  |         |   |    |          |
| of CRM; Benefits of E-CRM       (30 marks         V       Students may study various case studies to understand the        (30 marks  |         | Need of E-Customer Relationship tools; Components                     |    |          |
| V Students may study various case studies to understand the $$ $(30 \text{ marks})$   |         |   |    |          |
| V Students may study various case studies to understand the   |         |   |    | (20      |
|   | V       | Students may study various case studies to understand the             |    | <b>`</b> |
|   |         |   |    | 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:

|   | Internal Evaluation             | (Internal Assessment- 50 Marks) |  |
|---|---------------------------------|---------------------------------|--|
| Α | Continuous Evaluation Component | 30 marks                        |  |
|   | Class Presence & Participation  | 10 marks                        |  |
|   | • Quiz                          | 10 marks                        |  |
| B | Mid-Semester examination        | (Internal Assessment-30 Marks)  |  |
| С | End –Semester Examination       | (External Assessment-70 Marks)  |  |

### 6. Reference Books:

|     | 0. Reference books.   |   |                                 |                                     |  |  |
|-----|---|---|---------------------------------|-------------------------------------|--|--|
| No. | Author  | Name of the Book                                | Publisher                       | Year of<br>Publication /<br>Edition |  |  |
| 1   | Kenneth C. Laudon, Carol<br>GuercioTraver, Carol G.<br>Traver | E-commerce:<br>Business,<br>Technology, Society | Addison –<br>Wesley             | 2002                                |  |  |
| 2   | C. S. V. Murthy   | E-Commerce:<br>Concepts, Models,<br>Strategies  | Himalaya                        | 2011                                |  |  |
| 3   | Dave Chaffey  | E-Business and E-<br>Commerce<br>Management     | Pearson                         | 2009 / 4 <sup>th</sup>              |  |  |
| 4   | Harvey M. Deitel, Paul J.<br>Deitel& Kate Steinbuhler         | E-Business & E-<br>Commerce for<br>Managers     | Pearson                         | Latest                              |  |  |
| 5   | P.T. Joseph, S.J.   | E-Commerce: An<br>Indian Perspective            | PHI Learning<br>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)