GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Master of Business Administration, 3rd Semester
Subject Class: Elective
Subject Name: E-Business
Subject Code: 1539611

With effective from academic year 2020-21

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	• *Define* the nature, scope and significance of E-Business. • *Classify* various E-Business models.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	• *Analyze* how secured e-commerce practices impact a firm in terms of value creation. • *Apply* electronic commerce business models to a given business entity or real world scenario.
Global Exposure and Cross-Cultural Understanding (GECCU)	• *Compare* the globally accepted business model practices adopted by e-commerce service providers.
Social Responsiveness and Ethics (SRE)	• *Assess* the impact of legal, privacy and ethical constraints or opportunities on an e-business firm. • *Create* awareness of the social and security issues of e-business platforms and develop a mindset for safe virtual transactions.
Effective Communication (EC)	• *Generate* effective set of business data through electronic media.
Leadership and Teamwork (LT)	• *Develop* new business models based on recent trends in e-commerce.

LO – PO Mapping: Correlation Levels:
1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), "-"= no correlation

Sub. Code: 4539253	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: *Define* the nature, scope and significance of E-Business.	3	3	1	-	1	1	-	-	2
LO2: *Classify* various E-Business models	3	3	2	-	3	-	-	-	3
LO3: *Analyze* how secured e-commerce practices impact a firm in terms of value creation.	2	3	3	-	3	3	-	-	2
LO4: *Apply* electronic commerce business models to a given business entity or real world scenario.	2	3	3	2	1	1	-	2	3
LO5 *Compare* the globally accepted business model practices adopted by e-commerce service providers	2	3	1	1	3	-	-	1	-
LO6: *Assess* the impact of legal, privacy and ethical constraints or opportunities on an e-business firm.	1	-	2	-	-	-	3	2	1
LO7: *Create* awareness of the social and security issues of e-business platforms and develop a mindset for safe virtual transactions.	2	2	3	2	-	3	3	1	3

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LO8: Generate effective set of business data through electronic media	2	2	3	3	-	-	-	1	1
LO9: Develop new business models based on recent trends in e-commerce.	3	2	3	1	1	3	-	2	3

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	**Overview of E-Commerce:**
	• Introduction:
	  ▪ Definition, Functions, Significance and Scope of E-Commerce; E-Business Vs. E-Commerce
	  ▪ Features of E-Commerce Technology; Advantages and Disadvantages of E-Commerce; Growth of E-commerce in India
	• Types of E-business: B2C, B2B, C2C, Social E-Commerce, M-commerce, Local E-Commerce
		10	21

II	**E-Commerce Business Models:**
	• 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:**
	  ▪ E-Distributor, E-procurement, Exchanges and Industry Consortium;
		10	14

III	**E-Commerce Security and Electronic Payment Systems:** • Dimensions of E-Commerce Security; Key Security Threats in the E-Commerce Environment • Technology Solutions: Tools available to achieve site security • Features of traditional Payment Systems; Major E-Commerce Payment Systems	10	14

IV	**E-CRM and SCM 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 Relationship tools; Components of CRM; Benefits of E-CRM
		10	21

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V	**Practical:** Students may study various case studies to understand the practical implications of above mentioned topics	---	(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:

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

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 / 4th
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)