



<b>Program</b>	Master of Business Administration (MBA)	<b>Semester - 3</b>
<b>Type of Course</b>	Major	
<b>Prerequisite</b>		
<b>Rationale</b>	-	
<b>Effective From A.Y.</b>	2024-25	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				T	T	P	P	
4	-	-	4	50	30	-	-	150

*SEE - Semester End Examination, T - Internal Theory, P - Internal Practical*

Course Content		T - Teaching Hours   W - Weightage	
Sr.	Topics	T	W
1	<b>Module I</b> <b>Overview of E-Commerce:</b> <b>Introduction:</b> <ul style="list-style-type: none"> <li>• Definition, Functions, Significance and Scope of E-Commerce</li> <li>• E-Business Vs. E-Commerce</li> <li>• Features of E-Commerce Technology</li> <li>• Advantages and Disadvantages of E-Commerce</li> <li>• Growth of E-commerce in India</li> </ul> <b>Types of E-business:</b> <ul style="list-style-type: none"> <li>• B2C</li> <li>• B2B</li> <li>• C2C</li> <li>• Social E-Commerce</li> <li>• M-commerce</li> <li>• Local E-Commerce</li> </ul>	15	25
2	<b>Module II</b> <b>E-Commerce Business Models:</b> <ul style="list-style-type: none"> <li>• Key Elements of Business Models</li> <li>• Major Business - To – Consumer (B2C) Business Models: - E-tailer, Community Provider, Content Provider, Portal, Transaction Broker, Market Creator, Service Provider</li> <li>• Major Business - To – Business (B2B) Business Models: E-Distributor, E-procurement, Exchanges and Industry Consortium</li> </ul> Types of Data Mining, cleaning, integration and reduction	15	25
3	<b>Module III</b> <b>E-Commerce Security and Electronic Payment Systems:</b> <ul style="list-style-type: none"> <li>• Dimensions of E-Commerce Security</li> <li>• 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</li> <li>• Major E Commerce Payment Systems</li> </ul>	15	25
4	<b>Module IV</b>	15	25



Course Content		T - Teaching Hours   W - Weightage	
Sr.	Topics	T	W
	<b>E-CRM and SCM in E-commerce:</b> <b>Supply Chain Management in E-commerce:</b> <ul style="list-style-type: none"> <li>• Procurement process and Supply Chain</li> <li>• Benefits of E-SCM</li> <li>• Components of E-Supply Chain</li> </ul> <b>E- Customer Relationship Management:</b> <ul style="list-style-type: none"> <li>• Importance of Customer Relationship Management</li> <li>• Need of E-Customer Relationship tools</li> <li>• Components of CRM</li> <li>• Benefits of E-CRM</li> </ul>		
<b>Total</b>		<b>60</b>	<b>100</b>

**Suggested Distribution Of Theory Marks Using Bloom's Taxonomy**

Level	Remembrance	Analyze	Create
<b>Weightage</b>	25	50	25

*NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.*

**Course Outcomes**

**At the end of this course, students will be able to:**

CO1	Define the nature, scope, and significance of E-Business, and classify various E-Business models.
CO2	Analyze how secured e-commerce practices impact a firm in terms of value creation and apply electronic commerce business models to real-world scenarios
CO3	Assess the impact of legal, privacy, and ethical constraints or opportunities on an e-business firm, and compare globally accepted business model practices adopted by e-commerce service providers
CO4	Create awareness of social and security issues related to e-business platforms, develop a mind-set for safe virtual transactions, generate effective business data through electronic media, and develop new business models based on recent trends in e-commerce

**CO PO Mapping**

CO	CO - 1	CO - 2	CO - 3	CO - 4
<b>PO - 1</b>	3	2	2	3
<b>PO - 2</b>	2	3	2	3
<b>PO - 3</b>	0	0	2	2
<b>PO - 4</b>	2	2	3	3
<b>PO - 5</b>	0	0	0	2

**Reference Books**

1.	<b>E-Commerce - Concepts, Models and Strategies (TextBook)</b> By C. S. V. Murthy   Himalaya Publishing House   Latest
2.	<b>E-Commerce and E-Business</b> By Dr. C.S. Rayudu   Himalaya Publishing House Publication   Latest Edition
3.	<b>E-Commerce – An Indian Perspective</b> By P.T. JOSEPH, S.J.   PHI Learning Private Limited, New Delhi, Publication   Latest Edition

