

Course Code	MB18MI05	Course Name	E-COMMERCE AND DIGITAL MARKETS	Course Category	Elective Course	L	T	P	C
						2	0	2	3

Pre-requisite Courses	Nil	Co-requisite Courses	Marketing	Progressive Courses	Data Analytics, Big Data, Entrepreneurship
Course Offering Department	MBA		Data Book / Codes/Standards		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1	CLR-2	CLR-3	CLR-4	CLR-5	1	2	3	1	2	3	4	5	6									
The students have to learn all basic concepts in E-Commerce, Its Business models and how to create a business plan	Every student has to understand the E-Commerce strategy, technology adoption and its growth	To learn how the intermediation works in E-Commerce business	Students should know the importance of digital payment, its methods, gateway options, digital currencies and signature	Students can successfully start their new venture based on E-Commerce and Digital Marketing Tools	Level of Thinking (Bloom)	Expected Proficiency (%)	Expected Attainment (%)	PO1 - Business Environment and Domain Knowledge	PO2 - Critical Thinking Business Analysis, Problem solving and Innovation	PO3 - Global Exposure and cross cultural understanding	PO4 – Social Responsiveness and Ethics	PO5 – Effective Communication	PO6 – Leadership and Team Work									

On completion of this course the students should be in a position to exhibit the following learning skills:

Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:												
CLO-1	To understand the foundations of E-Commerce.	1	60	60				M	H	H	M	L	M
CLO-2	To know how to prepare E-Business plan and to address E-Commerce related issues.	1	60	70				H	H	M	M	H	L
CLO-3	To gain insights on Business incubators.	2	70	70				H	H	M	L	M	H
CLO-4	To design and develop E-marketing strategies and digital payment systems.	2	70	80				M	H	M	H	M	L
CLO-5	To comprehend E-marketing tools and E-Business entrepreneurship.	3	80	80				H	H	H	L	H	M

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Introduction to E-Commerce, Unique Features of E-Commerce Technology	Types of E-Commerce, E-Commerce: A Brief History	Understanding E-Commerce: Organizing Themes, Academic Disciplines Concerned with E-Commerce	E-Commerce Business Models, Major Business-To-Consumer (B2C) Business Models	Major Business -To-Business (B2B) Business Models
	SLO-2	How E-Commerce Changes Business: Strategy, Structure, And Process	E- Business and The Global Economy at present	Creating E-Business Plan	Social and Behavioral, Ethical and Regulatory Issues in B2C	Social and Behavioral, Ethical and Regulatory Issues in B2B
S-2	SLO-1	Electronic Billing Presentation and Payment	Local and Location-based Mobile Marketing	Online Entertainment Market Size and Growth	The growth of social networks and online communities	The growth and evolution of portals
	SLO-2	The growth E-Commerce after Digital Payment	Economic foundations of E-Commerce using Location and Mobile Platform	The strategy of E-Commerce business	Economic of E-Business	E-Business Technologies evolution
S-3	SLO-1	Business Models on the Internet	The Online Retail Sector and The Retail Industry	Omni-Channel Integration Method	E-Tailing Business Models	Manufacturer - Direct
	SLO-2	The Service Sector: Offline and Online	Disintermediation Vs Hypermediation	Online Retail – Channel Relationship	Business Incubators Role	Distribution channel length function
S-4	SLO-1	Introduction to Digital Marketing	E-Marketing strategies	E-Customer Relationship Management	Electronic payment methods	Online Credit Card Transaction and it's alternative online payment system
	SLO-2	Digital Marketing and its Types of payment gateway	Mobile payment systems	Social/Mobile peer-to-peer payment Systems	Digital Cash and Virtual Currencies	Digital signature
S-5	SLO-1	Introduction to Electronic Market	Designing Electronic Market	Strategy in Designing Electronic market	E-Marketing Tools	E-Business Entrepreneurs

	SLO-2	Adoption of Electronic Market	Implementation of Electronic Market	Implementation of Electronic Market	Advantages of E-Marketing Tools	Startups to Successful Business scenario
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Learning Resources	1. Kenneth C. Laudon Carol Guercio Traver “E–Commerce”, 14 th Edition, 2018, Pearson.	https://www.ibef.org/download/E-Commerce-June-2020.pdf
	2. Russ, Henneberry “Digital Marketing for Dummies” Wiley, January 2017	https://stablewp.com/how-to-build-an-ideal-e-commerce-online-marketing-strategy-real-life-example/
	3. S.J.P.T. JOSEPH “E–Commerce: An Indian Perspective” PHI, Edition, 2016	https://www.researchgate.net/publication/302225604_E-Commerce_Strategy
	4. Gary P. Schneider “Electronic Commerce” Course Technology Inc.12 th Edition 2017	https://www.researchgate.net/publication/334451293_Electronic_payment_system_A_complete_guide
	5. Vandana Ahuja “Digital marketing” OXFORD HIGHER Education,3 rd Edition 2017	https://www.researchgate.net/publication/233700607_Entrepreneurship_and_innovation_in_e-business_An_integrative_perspective
	6. Shivani Arora “E–Commerce” 2017, 1 st Edition.	

Learning Assessment											
	Bloom’s Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (15%)		CLA – 3 (15%)		CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember Understand	15	15	20	20	15	15	15	15	15	15
Level 2	Apply Analyze	20	20	15	15	15	15	20	20	20	20
Level 3	Evaluate Create	15	15	15	15	20	20	15	15	15	15
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conference Paper, etc.

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts

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