MARRI LAXMAN REDDY
INSTITUTE OF TECHNOLOGY AND MANAGEMENT
(AN AUTONOMOUS INSTITUTION)
(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)
Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act,1956
EMPOWERING THROUGH INNOVATIONS
MLRS

COURSE CONTENT

E- COMMERCE							
II Semester: MBA							
Course Code	**Category**	**Hours/Week**			**Credits**	**Maximum Marks**		

Course Code	Category	L	T	P	C	CIE	SEE	Total
25MB015D	**CORE**	3	0	-	3	40	60	100

Contact Classes:45	**Tutorial Classes:** Nil	**Practical Classes:** Nil	**Total Classes:** 45

Prerequisite: Basic knowledge of computers and internet fundamentals

COURSE OVERVIEW:

This course provides an understanding of the concepts, evolution, and business environment of electronic commerce. It explains various e-commerce business models, digital infrastructure, and payment systems used in the digital economy. The course covers logistics, supply chain management, and fintech innovations supporting online business operations. It also focuses on e-marketing strategies, social commerce, and opportunities in rural and emerging markets. Government initiatives and digital transformation in India are discussed to understand the growth of e-commerce. The course further introduces legal and regulatory aspects to enable informed and responsible digital business decision-making.

COURSE OBJECTIVES:

- To understand the evolution of e-commerce and evaluate key success factors shaping the Indian e-commerce market.
- To identify various e-commerce business models and explain the digital infrastructure that supports them.
- To examine the digital payment systems and evaluate the role of logistics in e-commerce success. 4. To discuss examples of successful Indian e-commerce companies.
- To explore modern digital marketing techniques and examine opportunities in rural ecommerce.

COURSE OUTCOMES: After Completion of the course, students should be able to

1. Analyze the growth patterns of Indian e-commerce and differentiate between the strategies of Flipkart and Amazon India.
2. Compare B2B, B2C, C2C, C2B, and hybrid models and evaluate the impact of technologies like AI, ML, blockchain, and UPI on the Indian e-commerce ecosystem.
3. Assess the effectiveness of payment gateways, security mechanisms, and logistics models including 3PL and hyperlocal delivery in the Indian context.

4. Share examples of companies that explain their business approaches. Apply strategies like influencer marketing, WhatsApp commerce, and vernacular content to rural and Tier 2/3 markets. 5. Understand and Apply regulations to meet Compliances.

Unit – I: Introduction to E-Commerce: Concepts and evolution of e-commerce, Indian e-commerce market landscape and statistics, Key success factors in Indian e-commerce startups, Case study: Flipkart vs Amazon India.

Unit – II: Business Models in E-Commerce and Digital infrastructure: Business Models in E- Commerce B2B, B2C, C2C, C2B, and hybrid models, Marketplace vs inventory, led models, Subscription and freemium models, Case studies: Nykaa, Zomato, Meesho, Digital Infrastructure - Internet and mobile penetration in India, Cloud computing and data centers, Role of AI, ML, blockchain in Indian e-commerce, UPI and India Stack: Driving digital inclusion.

Unit – III: Payment Systems and Fintech, Logistics and Supply Chain Management: Digital wallets, UPI, and payment gateways, online payment mechanism, RBI regulations and guidelines, Security and fraud prevention, Fintech startups and innovations in India. Role of third-party logistics(3PL), Reverse logistics and cash-on-delivery challenges, Hyper local delivery models, Indian Postal Service's role in rural e-commerce.

Unit – IV: E-Marketing & Social Commerce and Rural E-Commerce & Digital India: SEO/SEM, affiliate marketing, influencer marketing, viral and permission marketing. WhatsApp commerce and live selling, Role of regional languages and vernacular content, Case studies: v, Moj, Sharechat, YouTube India. Digital literacy and access challenges, Opportunities in Tier 2, Tier, 3 and rural markets, Government initiatives: Digital India, ONDC, Case study: Reliance Jio's disruption.

Unit – V: Legal and Regulatory Framework: Information Technology Act, 2000, Consumer Protection (E-Commerce) Rules, 2020, FDI Policy fore-commerce, Data privacy laws and compliance (DPDP Act), General data protection regulation (GDPR).

TEXT BOOKS:

- P.T. Joseph, S.J., E-Commerce: An Indian Perspective, PHI Learning Private Limited, 7e, 2021.
- Kenneth C. Laudon, Carol Guercio Traver, E-Commerce: Business, Technology, Society, Pearson Education, 16e, 2022.
- Dave Chaffey, Digital Business and E-Commerce Management, Pearson Education, 7e, 2019.
- David Whiteley, E-Commerce: Strategy, Technologies and Applications, McGraw-Hill Education, Latest Edition.
- Jeffrey F. Rayport, Bernard J. Jaworski, Introduction to E-Commerce, McGraw-Hill Education, Latest Edition.

REFERENCE BOOKS:

- Ravi Kalakota, Andrew B. Whinston, Electronic Commerce: A Manager's Guide, Pearson Education.
- Gary P. Schneider, Electronic Commerce, Cengage Learning, Latest Edition.
- Bharat Bhasker, Electronic Commerce: Framework, Technologies and Applications, McGraw-Hill Education (India).
- Efraim Turban, David King, Jae Lee, Ting-Peng Liang, Deborrah C. Turban, Electronic Commerce, Springer Publications, Latest Edition.
- Chitra Krishnamurthy, E-Commerce and E-Business, Himalaya Publishing House, Latest Edition.

ELECTRONIC RESOURCES:

1. https://www.youtube.com/watch?v=7L7tub-zRIo — *E-Commerce Full Course for Beginners (Explained)*
2. https://www.youtube.com/playlist?list=PLZlA0Gpn_vH_NT5zPVp18nGe_W9LqBEo6 — *E-Commerce Tutorials (UI/UX, Business Models, Digital Marketing)*
3. https://www.statista.com/topics/871/online-shopping/ — *Statista – E-Commerce Market Statistics and Trends*
4. https://www.investindia.gov.in/team-india-interactive-map/digital-economy — *Invest India – Digital Economy & E-Commerce Insights*
5. https://www.rbi.org.in/Scripts/PublicationsView.aspx?id=19737 — *RBI Report: Digital Payments and UPI Statistics*

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drshya Siksha Sangrah (DSS) Videos