



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

COURSE CONTENT

E-BUSINESS								
II SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
22MBA0014C	Open Elective	L	T	P	C	CIE	SEE	Total
		4	-	-	4	40	60	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
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 e-commerce.

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

1. Define the concepts of electronic business, e-commerce, features, advantages, and the business environment for establishing e-business.
2. Explain various e-business structures, models, design-considerations, and IT infrastructure requirements.
3. Develop e-business plans, e-marketing approaches, sales strategies and website management using software tools & techniques.

4. Assess characteristics of e-business applications and project planning, along with integration across diverse domains.
5. Review risk management approaches, business continuity plans, and security practices for effective e-business operations

UNIT-I: Electronic Business

Understanding new Internet Economy and Business-E-business an e-commerce-Features of E-Business-Advantages of E-Business – Business Environment – Establishing E-Business.

Case: Barnes & Noble and Amazon. Com (Ref1-Kulkarni).

UNIT-II: E - Business Models

E-Business Structure – E – Business models - E- Business model Design- IT infrastructure requirement of E-business models.

Case: B2C model at Aradhana Tours. (Ref 1Kulkarni)

UNIT-III: Creating E-Business plans

Software programs to create a business- Phases /Aspects of E-Business- e-Marketing and sales Strategies-website and portal management.

Case” FLOP (ref1: Kulkarni)

UNIT-IV: E-Business Applications

Characteristics of E-Business applications-Project planning approach for E-Business applications-Application Integration-application in various domains.

Case Nokia (Ref 1 Kulkarni)

UNIT-V securing your e-business

Risk Management- business continuity planning-Network and web site security-web site Defacement-Security audit and Penetration Testing.

Case: Asmi Agencies-e-market (Ref1Kulkarni)

TEXT BOOKS:

1. Kulkarnietal. “E-Business”Oxford, 2012.
2. Dave Chaffey, e-business & e- commerce management- strategy, implementation and Practice, 5th edition, Pearson, 2015.

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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=PLZ1A0Gpn_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

