GITAM INSTITUTE OF MANAGEMENT (GIM)
Gandhi Institute of Technology and Management (GITAM)
(Declared as Deemed to be University u/s 3 of UGC Act. 1956)
Visakhapatnam – 45.

Course Code: MBG304	**Course Title: ECOMMERCE**	
Semster: VI	**Course Type: Core**	**Credits: 3**
Home Programme(s):BBA (Business Analytics)		**Batch: 2020-23**
Course Leader:		

Course description and learning outcomes

By the help of the flexibility offered by computer networks and the availability of the Internet, E-commerce develops on traditional commerce. E-commerce creates new opportunities for performing profitable activities online. It promotes easier cooperation between different groups: businesses sharing information to improve customer relations; companies working together to design and build new products/services; or multinational company sharing information for a major marketing campaign.

Objectives

1. To make the students understand the various concepts related to Electronic Business
2. To enable them to understand and exploit its role in providing strategic advantage

On successful completion of this course, students will be able to:

	Course Outcome	Assessment
CO1	Understand the concept of E-Commerce and its significance	A1, A2, A4
CO2	Demonstrate various Business Models of E-Commerce	A3
CO3	Analyze how social Commerce is playing a vital role for the promotion of a business	A3
CO4	Role of Security in Electronic Payment Systems	A1, A4
CO5	Understand the concept and usage of M-Commerce	A1, A4

Course outline and indicative content

UNIT-I:(8 sessions) (CO1, L2) Introduction to E-Commerce – Definitions - Types of E-commerce, Benefits of E-commerce - Limitations of E-commerce - Impact of E-commerce – Electronic Market Structure – Business Models of E-Commerce, Electronic Marketplaces – Types of E-Marketplaces, Electronic stores and Malls, Electronic Catalogues, E-Shopping Cart, Online Auctioning

UNIT-II: (8 sessions) (CO2, L3) B2C and Advertising in Ecommerce – Retailing in E-Commerce – E-Tailing Business Models, Online Purchase Decision Aids, Online Consumer Behavior Model – Consumer Purchasing Decision Making Process– Internet Marketing Methods – Web Advertising - Advertisement Methods – Advertisement Strategies and Promotions

UNIT-III: (8 sessions) (CO3, L3) B2B E-Commerce - Characteristics of B2B EC – Models of B2B - Purchasing, Logistics and Support Activities, Electronic Data Interchange (EDI), Electronic Supply Chain Management

UNIT-IV: **(8 sessions) (CO4, L2) Electronic Payment Systems and Security**– Electronic Payment and Protocols – Electronic Credit Card system – Electronic Fund Transfer and Debit Cards - Security schemes in Electronic Payment Systems, Fraud Protection

UNIT-V: (8 sessions) (CO5, L2) Mobile and Social Commerce: Attributes and Drivers of M-Commerce, Mobile Financial Applications, Mobile Marketing and Advertising, Mobile

Entertainment, Web 2.0, Virtual Communities, Online Social Networking, Business and Enterprise Social Networks, Advertising in Social Networks

Assessment methods

Task	Task type	Task mode	Weightage (%)
A1	Mid exam	Individual	20
A2	Coursera	Individual	10
A3	Class room presentation/ Seminars and Case analysis/ workshop/ training/ Assignments/ survey/ Project	Individual/ Group	10
A4	End-term examination	Individual	60

Mapping Cos – Blooms Levels – Assessment Tools

Knowledge dimension /cognitive dimension	L1. Remember	L2. Understand	L3. Apply	L4. Analyze	L5. Evaluate	L6. Create
Factual Knowledge						
Conceptual Knowledge		**CO1 (A1, A4) CO4 (A1, A4) CO5 (A1, A4)**				
Procedural Knowledge		**CO1(A2)**	**CO2 (A3) CO2(A3)**			
Meta Cognitive Knowledge						

Learning and teaching activities

Classroom Lectures, Application cases and exercises, Demonstration, Lab Sessions

Teaching and learning resources

Computer Lab, HTML, Textbooks, Ebooks, Reference Materials, Web resources

CO PO Mapping

This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).
0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance

CO PO Mapping	PO1	PO2	PO3	PO4	PO5	PO6	Sum
CO1	**1**	**0**	**0**	**0**	**0**	**2**	**3**
CO2	**1**	**0**	**0**	**0**	**0**	**0**	**1**
CO3	**1**	**0**	**0**	**0**	**0**	**1**	**1**
CO4	**0**	**0**	**0**	**0**	**0**	**1**	**1**
CO5	**1**	**0**	**0**	**0**	**0**	**0**	**1**
Target Level Max.	**4**	**0**	**0**	**0**	**0**	**4**	**8**

Program Outcomes

1	Ability to understand the business problems with their knowledge in different functional areas of management.
2	Integrate with structured, semi – structured and unstructured data.
3	Utilize the tools such as Microsoft Excel, SPSS, R, Weka and Tableau to solve business
4	Ability to apply analytics techniques to analyze and interpret the data.
5	Incorporate the descriptive, predictive and prescriptive analytics.
6	Evaluate the necessary skills and understanding to take up advanced topics in the area of analytics and thus enhance their career prospects.