

Integrated MBA 5 Yrs Syllabus from Admission Batch 2016-17 onwards

8 th Semester	16IMN803E	E-Commerce and Digital Markets	L-T-P 3-0-0	3 Credits	35 hrs
--------------------------	-----------	--------------------------------	----------------	-----------	--------

Course Objectives

- Students will learn about foundations of E-Commerce.
- Students will be able to E-Business plan and address E-Commerce related issues.
- Students will gain insights on Business incubators.
- Students will learn about the E-marketing strategies and digital payment systems.
- Students learn about E-marketing tools and E-Business entrepreneurship

Module – I:

E-Commerce : Understanding E-Commerce – E-Business models – E-Business and the global economy – Creating E-Business plan – Social and Behavioral issues – Ethical and regulatory issues Technology and growth of E-Commerce – Economic foundations of E-Commerce- The strategy of e-business – Economics of e-business – E-Business Technologies

Module – II :

Digital Payment Systems Introduction to digital marketing – E-Marketing strategies – E-CRM – Electronic payment methods – Types of payment gateway – Digital Currencies – Digital signature

Module – III:

E-business Channel functions & E-Business Entrepreneurship Business models on the Internet – Intermediation and dis-intermediation in e-commerce – Business Incubators – Distribution channel length function, Designing Electronic market – strategic E-Marketing – E – Marketing Tool – E-Business Entrepreneurship

Books :

- Kenneth C. Laudon Carol Guercio Traver — E-Commerce, 14th edition, 2018, Pearson.
- Russ, Henneberry — Digital Marketing for Dummies! Willey January 2017
- S.J.P.T. JOSEPH — E-Commerce: An Indian Perspective! PHI, Edition, 2016
- Gary P. Schneider — Electronic Commerce Course Technology Inc 12th edition 2017
- Vandana Ahuja — Digital marketing! OXFORD HIGHER Education, 3th edition 2017
- Shivani Arora — E-Commerce! 2017 edition.

*Director, Centre for Innovation and Entrepreneurship
The National Institute of Entrepreneurship and Innovation
Mumbai*