

MBPC3019 E-COMMERCE AND DIGITAL MARKETS (3-0-0)

Course Objectives:

1. Grasp the concepts of e-commerce, e-business models, and their impact on the global economy.
2. Gain insights into digital marketing strategies, e-CRM, electronic payment methods, payment gateways, digital currencies, and digital signatures for effective e-commerce operations.
3. Understand the functions of e-business channels, explore various business models on the internet, and analyze intermediation and dis-intermediation phenomena.
4. Develop entrepreneurial skills in the context of e-commerce, including understanding electronic market design, utilizing e-marketing tools, and fostering innovation in e-business ventures.

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

Course Outcomes:

- CO-1: Gain a thorough understanding of e-commerce fundamentals, including business models, technological foundations, and economic principles
- CO-2: Acquire proficiency in digital marketing strategies, e-CRM techniques, and various digital payment methods
- CO-3: Develop expertise in managing e-business channels, optimizing distribution networks, and leveraging strategic e-marketing tactics to enhance market reach and competitiveness.
- CO-4: Cultivate entrepreneurial skills essential for success in e-commerce ventures.

Books :

- Kenneth Clauidn 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
- VandanaAhuja –Digital marketing|| OXFORD HIGHER Education, 3th edition 2017
- ShivaniArora –E-Commerce|| 2017 edition.