

**Maulana Abul Kalam Azad University of Technology, WB**  
(Formerly known as West Bengal University of Technology)

<b>M7</b>	<b>Channel Design and management</b>	<b>4</b>	<b>10</b>	<b>1,2</b>	<b>NA</b>
<b>M8</b>	<b>Physical Distribution &amp; Logistics</b>	<b>3</b>	<b>5</b>	<b>1,2</b>	<b>NA</b>
<b>Total Theory</b>		<b>40</b>	<b>100</b>		
<b><u>TUTORIAL</u></b>		<b>8</b>			
<b>TOTAL</b>		<b>48</b>			

**Course Name: E-Commerce**  
**MIM-402B(Minor)**

**Mode: Offline**

**Credits: 4(3T+1T)**

**Aim of the course:** The aim of an E-Commerce course is to provide students with a comprehensive understanding of electronic commerce and its various components, applications, and implications in today's digital economy.

**Course Objectives:** students will be equipped with the knowledge, skills, and competencies needed to navigate the dynamic and competitive landscape of e-commerce and pursue careers in various e-commerce-related roles.

**Goals:**

CO1: Define electronic commerce (e-commerce) and its various forms and applications.

CO2: Analyze different e-commerce business models, such as B2C, B2B, C2C.

CO3: Explore the technological infrastructure and tools required to support e-commerce operations, including website development platforms, payment gateways, and content management systems.

CO4: Understand how to develop and implement effective marketing campaigns to attract and retain customers.

CO5: Understand the legal and regulatory frameworks governing e-commerce, including consumer protection laws, privacy regulations, and intellectual property rights.

Sl	Course content	Mapped Module	Hours allotted
CO1	Introduction to ecommerce: Meaning and concept of ecommerce, ecommerce vs e-business, advantages and disadvantages of ecommerce, value chain in ecommerce, Porter's value chain model, competitive advantage and competitive strategy, different types of ecommerce like B2B, B2C, C2C, C2B, G2C Technology in ecommerce: An overview of the internet, basic network architecture and the layered model, internet architecture, network hardware and software considerations, intranets and extranets, The making of world wide web, web system architecture, ISP, URL's and HTTP, cookies.	M1	5

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CO2	Building and hosting your website: choosing an ISP, registering a domain name, web promotion, internet marketing techniques, e-cycle of internet marketing, personalization, mobile agents, tracking customers, customer service, CRM and e-value  Web page design using HTML and CSS: Overview of HTML, basic structure of an HTML document, basic text formatting, links, images, tables, frames, form and introduction to CSS.	M2	8
CO3	Security threats: Security in cyberspace, kinds of threats and crimes: client threat, communication channel threat, server threat, other programming threats, frauds and scams Basic cryptography for enabling security in ecommerce: encryption: public and private key encryption, authentication and trust using digital signature and digital certificates, internet security using VPN, firewalls, SSL Internet payment systems: Features of payment methods, 4C payment methods, electronic money, ACID and ICES test, payment gateway, SET protocol for credit card payment, electronic payment media: ecash and e-wallet, e-check, credit card, debit card, smart card, EFT and ACH, Cyber security.	M3	7
CO4	Business to Business e-commerce: Meaning, benefits and opportunities in B2B, B2B building blocks and their relationship to supply chain management, key B2B models and their main functions, EDI as a B2B tool. Consumer oriented e-commerce: traditional retailing and e-retailing, benefits and key success factors for e-retailing, models for e-retailing like specialized and generalized e-stores, e-mall, direct selling by manufacturer, supplementary distribution channel, e-broker and e-services like web-enabling services, matchmaking services, information selling on the web, entertainment services and auction services.	M4	8
CO5	E-core values: ethical issues, legal issues, taxation issues and international issues.	M5	2

**Learning Outcome/ Skills:**

**1. Understanding of E-Commerce Concepts and Principles:**

Define and explain the concept of e-commerce and its significance in the digital economy.

**2. Website Development and Design Skills:**

Develop practical skills in designing and developing e-commerce websites using various platforms and tools.

**3. Digital Marketing and Promotion:**

- Gain knowledge of digital marketing strategies and techniques tailored for e-commerce, such as search engine optimization (SEO), social media marketing, email marketing, and content marketing.

**4. E-Commerce Payment Systems and Security:**

Learn about security measures and protocols to protect e-commerce transactions and customer data from cyber threats and fraud.

**5. Inventory Management and Supply Chain Operations:**

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Understand strategies for optimizing inventory levels, managing order fulfillment, and improving shipping and delivery logistics.

**6. Customer Relationship Management (CRM):**

- Learn how to effectively manage customer relationships and provide excellent customer service in the e-commerce context.

**7. Data Analytics and Performance Measurement:**

Gain skills in interpreting data insights and making data-driven decisions to optimize e-commerce operations and marketing strategies.

**8. Legal and Ethical Considerations:**

Develop ethical awareness and adhere to best practices in e-commerce business operations, data management, and customer privacy.

**9. Adaptability and Innovation:**

Develop adaptability and innovation skills to respond to changing market dynamics and customer preferences in the rapidly evolving e-commerce landscape.

**10. Entrepreneurship and Business Acumen:**

Develop strategic thinking, problem-solving, and decision-making skills to identify opportunities, mitigate risks, and drive business growth in the e-commerce sector.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
M1	Introduction to ecommerce	5	20%	1,2	NA
M2	Building and hosting your website	8	30%	1,2,3	NA
M3	Security threats	7	20%	1,2,3	NA
M4	Business to Business e-commerce	8	10%	1,2,3	NA
M5	E-core values	2	20%	2,3	NA
Total Theory		30	100		
Tutorial		8			
Total		38			