

Course Code	Course Name	Credits
<b>ILO 8028</b>	<b>Digital Business Management</b>	<b>03</b>

**Objectives:**

1. To familiarize with digital business concept
2. To acquaint with E-commerce
3. To give insights into E-business and its strategies

**Outcomes:** The learner will be able to .....

1. Identify drivers of digital business
2. Illustrate various approaches and techniques for E-business and management
3. Prepare E-business plan

Module	Detailed content	Hours
1	<b>Introduction to Digital Business-</b> Introduction, Background and current status, E-market places, structures, mechanisms, economics and impacts Difference between physical economy and digital economy, <b>Drivers of digital business-</b> Big Data & Analytics, Mobile, Cloud Computing, Social media, BYOD, and Internet of Things(digitally intelligent machines/services) Opportunities and Challenges in Digital Business,	09
2	<b>Overview of E-Commerce</b> <b>E-Commerce-</b> Meaning, Retailing in e-commerce-products and services, consumer behavior, market research and advertisement B2B-E-commerce-selling and buying in private e-markets, public B2B exchanges and support services, e-supply chains, Collaborative Commerce, Intra business EC and Corporate portals Other E-C models and applications, innovative EC System-From E-government and learning to C2C, mobile commerce and pervasive computing EC Strategy and Implementation-EC strategy and global EC, Economics and Justification of EC, Using Affiliate marketing to promote your e-commerce business, Launching a successful online business and EC project, Legal, Ethics and Societal impacts of EC	06
3	<b>Digital Business Support services:</b> ERP as e –business backbone, knowledge Tope Apps, Information and referral system <b>Application Development:</b> Building Digital business Applications and Infrastructure	06
4	<b>Managing E-Business-</b> Managing Knowledge, Management skills for e-business, Managing Risks in e –business Security Threats to e-business -Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Security Protocols over Public Networks: HTTP, SSL, Firewall as Security Control, Public Key Infrastructure (PKI) for Security, Prominent Cryptographic Applications	06
5	<b>E-Business Strategy-</b> E-business Strategic formulation- Analysis of Company's Internal and external environment, Selection of strategy, E-business strategy into Action, challenges and E-Transition (Process of Digital Transformation)	04
6	<b>Materializing e-business: From Idea to Realization-</b> Business plan preparation <b>Case Studies and presentations</b>	08

### **Assessment:**

#### **Internal Assessment for 20 marks:**

##### **Consisting Two Compulsory Class Tests**

First test based on approximately 40% of contents and second test based on remaining contents (approximately 40% but excluding contents covered in Test I)

#### **End Semester Examination:**

Weightage of each module in end semester examination will be proportional to number of respective lecture hours mentioned in the curriculum.

1. Question paper will comprise of total **six questions, each carrying 20 marks**
2. **Question 1** will be **compulsory** and should **cover maximum contents of the curriculum**
3. **Remaining questions will be mixed in nature** (for example if Q.2 has part (a) from module 3 then part (b) will be from any module other than module 3)
4. Only **Four questions need to be solved.**

#### **References:**

1. A textbook on E-commerce, Er Arunrajan Mishra, Dr W K Sarwade, Neha Publishers & Distributors, 2011
2. E-commerce from vision to fulfilment, Elias M. Awad, PHI-Restricted, 2002
3. Digital Business and E-Commerce Management, 6<sup>th</sup> Ed, Dave Chaffey, Pearson, August 2014
4. Introduction to E-business-Management and Strategy, Colin Combe, ELSVIER, 2006
5. Digital Business Concepts and Strategy, Eloise Coupey, 2<sup>nd</sup> Edition, Pearson
6. Trend and Challenges in Digital Business Innovation, Vinocenzo Morabito, Springer
7. Digital Business Discourse Erika Darics, April 2015, Palgrave Macmillan
8. E-Governance-Challenges and Opportunities in : Proceedings in 2<sup>nd</sup> International Conference theory and practice of Electronic Governance
9. Perspectives the Digital Enterprise –A framework for Transformation, TCS consulting journal Vol.5
10. Measuring Digital Economy-A new perspective- DoI:10.1787/9789264221796-enOECD Publishing