

Course Code	Course Name	Credits
ILO 8028	Digital Business Management	03

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	Introduction to Digital Business- Introduction, Background and current status, E-market places, structures, mechanisms, economics and impacts Difference between physical economy and digital economy, Drivers of digital business- 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	Overview of E-Commerce E-Commerce- 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	Digital Business Support services: ERP as e –business backbone, knowledge Tope Apps, Information and referral system Application Development: Building Digital business Applications and Infrastructure	06
4	Managing E-Business- 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	E-Business Strategy- 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	Materializing e-business: From Idea to Realization- Business plan preparation Case Studies and presentations	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, 6th 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, 2nd 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 2nd 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