

Module No.	Unit No.	Topics	Hrs.
1.0			09
	1.1	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,	
2.0			06
	2.1	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	
3.0			06
	3.1	Digital Business Support services: ERP as e –business backbone, knowledge Tope Apps, Information and referral system Application Development: Building Digital business Applications and Infrastructure	
4.0			06
	4.1	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	
5.0			04
	5.1	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)	