

## Course Objectives

This course is designed with the objective of defining the nature and scope of e-business technologies along with a brief history of their development and implementation. The course familiarizes students with the way e-business technologies can be applied within business firms. This subject considers the organizational dimension of e-business implementation in order to reflect the likely nature of future challenges and opportunities.

## Course Description

First, this course introduces students to the fundamental concepts, philosophies and trends that provide the context of E-business and E-Commerce. Students will then be better able to understand and apply, with confidence, the technical and theoretical knowledge that will be learned in later sections. Additionally, students are required to prepare a report on E-Business Plan and present it for class-room discussion.

## Course Outcomes

After going through this course, students should be able to:

- Define the nature and explore the scope and economic and social impact of e-business technologies;
- Critically assess the potential for efficiency gains and growth in consumer power from e-business technologies;
- Understand the role of technology in e-business and trace its evolution;
- Assess the likely consequences of e-business technologies for change at the societal level;
- Understand the concept and role of digital marketing and e-payment systems;
- Gain awareness of the nature and scale of challenges in the business environment that will affect the future development of e-business.

## Unit Contents

### Course Contents

#### Unit I: Introduction

6 hours

Concept of e-business; Nature, scope, and impact of e-business technologies; Difference between e-business and e-commerce; History and development of e-business; Advantages of e-business; Business model for e-products and e-services; Contribution of e-business technologies to economic growth, market, competitiveness, and productivity.

Unit II: Technologies in e-business

8 hours

Introduction; e-business technologies - hardware, e-business software applications, internet and World Wide Web; Database management system; e-business security; Online payment technology; IT/IS evaluation and e-business; Social consequences of e-business technologies.

Unit III: Digital Marketing

7 hours

Concept; Effects of e-business technologies on marketing strategy, customer retention and e-CRM; Measuring the extent of digital marketing activity; Market analysis; Digital marketing tools; Viral marketing.

Unit IV: E-Business and Operations management

6 hours

Difference between purchase and procurement; Market solutions - sell-side, buy-side, and marketplace; Integration of product catalog; Procurement service providing.

Unit V: E-Contracting

4 hours

Concept of generic services - information, negotiation, archiving, enforcement, reconciliation; Structure of a contract; Digital signature; Legal affairs.

Unit VI: Online Distribution

5 hours

Components of a distribution system; Characterization of online distribution; hybrid distribution networks; Model for electronic software distribution.

Unit VII: E-Payment System

6 hours

Characteristics of payment system; Classification of payment systems - E-cash, E-check, overview of smart card; Applications of IPSec.

Unit VIII: E-Business Plan Development

3 hours

Students must develop an E-Business Plan; The business plan must incorporate IT-features that would address complete requirements to run a specified business.

## **Text and Reference Books**

### Basic Texts

1. Jonathan R. J. *E-Business A management perspective*, Oxford University Press, New Delhi.
2. Chan, H., Lee, R. Dillon, T., and Chang, E. *E-Commerce: Fundamentals and Applications*, John Wiley & Sons, New Delhi.

### References

1. Kulkarni, P., Jahirabadkar, S. and Chande, P. *E-Business*. Oxford University Press, New Delhi.
2. O'Brien, J. A., Marakas, G. M., and Behl, R. *Management Information Systems*. Tata McGraw Hill, New Delhi.
3. Rajaraman, V. *Introduction to Information Technology*. Prentice Hall of India, New Delhi.