



TEACHING PLAN: E-Business

SCHOOL: ASOM		ACADEMIC SESSION: 2023–24		BBA, SEMESTER-IV	
1 Course code		MGTB-405			
2 Course Title		E-Business			
3 Credits		4			
4 Learning Hours			Contact Hours (Class room and Tutorial)	60	
			Assessment	20	
			Guided Study	20	
			Total hours	100	
5 Course Objective	<ul style="list-style-type: none"> • To provide a comprehensive understanding of the concepts, models, and strategies related to E-Business. • To equip students with the skills necessary to formulate and implement effective E-Business strategies. • To develop an understanding of the key technologies, infrastructure, and platforms supporting E-Business. • To analyze and assess risks associated with E-Business and develop strategies for risk management. • To explore emerging trends in E-Business, including blockchain, AI, and sustainability. 				
6 Course Outcomes	<ul style="list-style-type: none"> • Students will be able to define and explain the scope of E-Business and its evolution. • Students will understand various E-Business models (B2B, B2C, C2C) and analyze successful case studies. • Students will understand the role of Customer Relationship Management (CRM) in E-Business and implement CRM systems. • Students will be familiar with various E-Commerce platforms, understand payment gateways, and address security considerations. • Students will explore emerging trends in E-Business, including blockchain, AI applications, and sustainability practices. 				
7 Outline syllabus:					
7.01 Paper Code	Unit	Introduction		Reference number	Teaching methods

7.02	Paper Code. Unit I MGTB-405	(a)	<ul style="list-style-type: none"> • Definition and scope of E-Business • Evolution and history of E-Business • Importance and benefits of E-Business <p>https://youtu.be/zF6KLRiICLA?feature=shared https://youtu.be/Mc0iiDCRSQw?feature=shared</p>	T1: 1-4 T2: I/1.3-1.8	Direct Lecture, White board, Group discussion, PPT
		(b)	<ul style="list-style-type: none"> • E-Business Models (B2B, B2C, C2C) • Case studies on successful E-Business models • Emerging trends in E-Business models <p>https://youtu.be/xWVDYx9k-GQ?feature=shared</p>	T1: 4-6 T2: I/1.10-1.22	Direct Lecture, White board, Group discussion,
		(c)	<ul style="list-style-type: none"> • E-Business Infrastructure and key components • Technologies supporting E-Business (Internet, mobile platforms, etc.) • Security and privacy considerations in E-Business <p>https://youtu.be/I8NGtuJyIUE?feature=shared https://youtu.be/UzHFyIIcco8?feature=shared</p>	T1: 10-20 T2: I/2.1-2.18	Direct Lecture, White board, Group discussion
7.03	Paper Code. Unit II MGTB-405	(a)	<ul style="list-style-type: none"> • Formulating E-Business strategy • SWOT analysis for E-Business • Aligning E-Business strategy with organizational goals <p>https://youtu.be/cyXFJ-fuQps?feature=shared</p>	T1: 20-30 T2: I/2.19-2.28	Direct Lecture, White board, Group discussion
		(b)	<ul style="list-style-type: none"> • Developing an E-Business plan • Market analysis for E-Business • Financial planning and budgeting for E-Business <p>https://youtu.be/aZRHAtpveAY?feature=share https://youtu.be/6IxcLrKU3cE?feature=shared</p>	T1: 30-32 T2: I/2.1-2.7	Direct Lecture, White board, Group discussion, Q&A Session
		(c)	<ul style="list-style-type: none"> • Identifying and assessing risks in E-Business • Strategies for mitigating E-Business risks • Case studies on E-Business failures and lessons learned <p>https://dsim.in/blog/case-study-big-brand-failures-lessons-learn/</p>	T1: 32-41 T2: I/2.5-2.8	Direct Lecture, White board, Group discussion

7.04	Paper Code. Unit III MGTB-405	(a)	<ul style="list-style-type: none"> • E-Marketing Strategies • Online marketing channels (SEO, SEM, social media, email marketing, etc.) • Content marketing and engagement strategies <p>https://youtu.be/OC8s2_VSQFA?feature=shared</p> <p>https://youtu.be/ZvChhHNTz1g?feature=shared</p> <p>https://youtu.be/XO6MSb9-s1k?feature=shared</p>	T1: 45-58 T2:II/6.1-6.3	Direct Lecture, White board, Group discussion, PPT
		(b)	<p>Analytics and measurement in E-Marketing</p> <p>https://youtu.be/Yv12mEfrj-Y?feature=shared</p>	T1: 62-74 T2: II/6.14-51	Direct Lecture, White board, Group discussion, Q&A Session
		(c)	<ul style="list-style-type: none"> • CRM in the context of E-Business • Implementing CRM systems • Personalization and customer retention strategies <p>https://youtu.be/99hFeCRXd70?feature=shared</p>	T1: 75-79 T2: II/6.51-59	Direct Lecture, White board, Group discussion, Q&A Session
7.05	Paper Code. Unit IV MGTB-405	(a)	<ul style="list-style-type: none"> • Introduction to E-Commerce platforms • Choosing the right E-Commerce platform for business • Customization and integration of E-Commerce platforms <p>https://www.bigcommerce.com/articles/ecommerce/ecommerce-platforms/</p> <p>https://www.netsolutions.com/insights/best-ecommerce-platforms/</p>	T1: 84-97 T2:IV/1.3-1.15	Direct Lecture, White board, Group discussion, Q&A Session

		(b)	<ul style="list-style-type: none"> • Payment Gateways and Security • Legal and ethical considerations in E-Commerce <p>https://youtu.be/n1fK8E7V_4U?feature=share</p> <p>https://theintactone.com/2018/04/11/eb-u4-topic-5-legal-and-ethical-issues-of-e-commerce/</p>	<p>T1: 112-125</p> <p>T2: IV/1.16-1.42</p>	<p>Direct Lecture, White board, Group discussion, Q&A Session</p>
		(c)	<ul style="list-style-type: none"> • Mobile Commerce (M-Commerce) • Mobile trends in E-Commerce • Developing mobile-friendly E-Commerce solutions • Challenges and opportunities in M-Commerce <p>https://youtu.be/sjJIgpV-w_M?feature=shared</p> <p>https://youtu.be/dhzPezmIAko?feature=shared</p>	<p>T1: 132-157</p> <p>T2: IV/4.1-4.33</p>	<p>Direct Lecture, White board, Group discussion, Q&A Session</p>
7.06	<p>Paper Code. Unit V MGTB-405</p>	(a)	<ul style="list-style-type: none"> • Blockchain and Cryptocurrencies in E-Business • Applications of blockchain in E-Business • Cryptocurrencies and their impact on E-Business <p>https://youtu.be/yubzJw0uiE4?feature=share</p> <p>https://youtu.be/1YyAzVmP9xQ?feature=share</p>	<p>T1: 162-168</p> <p>T2: V/5.1-5.4</p>	<p>Direct Lecture, White board, Group discussion, Q&A Session</p>
		(b)	<ul style="list-style-type: none"> • Artificial Intelligence in E-Business • AI applications in E-Business (chatbots, recommendation systems, etc.) • Ethical considerations in AI-driven E-Business <p>https://youtu.be/wiscimXGqyg?feature=share</p> <p>https://youtu.be/BGi7O9uTVI4?feature=share</p>	<p>T1: 172-184</p> <p>T2: V/5.5-5.21</p>	<p>Direct Lecture, White board, Group discussion, Q&A Session</p>

		(c)	<ul style="list-style-type: none"> • Future possibilities and challenges • E-Business and Sustainability • Sustainable practices in E-Business • Green Technology and E-Business https://youtu.be/1nIc6QP9lvY?feature=shared	T1: 189-197 T2: V/5.2 55.5.35	Direct Lecture, White board, Group discussion, Q&A Session
8	Course Evaluation				
8.10	CA: 40%				
8.1	Attendance	5%			
8.12	Homework	20%			
8.13	Quizzes	15%			
8.14	Projects	5%			
8.15	Presentation	15%			
8.16	Any other	--			
8.2	MTE(IA)	20%			
8.3	End-term examination: 60%				
9	Text Books & References				
9.1	Text books	<ul style="list-style-type: none"> • "E-Business: A Management Perspective" by Dave Chaffey, Paul Smith, and Paul P. Bocij • E-Commerce 2019: Business, Technology, Society" by Kenneth C. Laudon and Carol Guercio Traver 			
9.2	References	<ul style="list-style-type: none"> • "E-Business and E-Commerce: Managing the Digital Value Chain" by Michael J. Shaw • "E-Commerce: Business, Technology, Society" by Kenneth C. Laudon and Carol Guercio Traver 			
9.3	Video References	<ul style="list-style-type: none"> • https://www.youtube.com/watch?v=vzb5gyms-60&list=PLDb-yHQXnvp9wCMDKSGdrU6yuQAEPoYk7 • https://www.youtube.com/watch?v=-7PljEN-NIo&list=PLV8vIYTIdSnbh5dOzzOGYABSZLdguEbUG • https://youtu.be/OQOH4GYEhD0?feature=shared • https://youtu.be/xWVDYx9k-GQ?feature=shared 			

Mapping of Outcomes v. Topics

Outcome no. → Syllabus topic↓	1	2	3	4	5
Paper Code. Unit I (a)	✓				
Paper Code. Unit I (b)	✓				
Paper Code. Unit I (c)	✓				
Paper Code. Unit II (a)		✓			
Paper Code. Unit II (b)		✓			
Paper Code. Unit II (c)		✓			
Paper Code. Unit III (a)			✓		
Paper Code. Unit III (b)			✓		
Paper Code. Unit III (c)			✓		
Paper Code. Unit IV (a)				✓	
Paper Code. Unit IV (b)				✓	
Paper Code. Unit IV (c)				✓	
Paper Code. Unit V (a)					✓
Paper Code. Unit V (b)					✓
Paper Code. Unit V (c)					✓

QUESTION BANK

Unit 1: Introduction to E-Business

1. What is the overview of E-Business, and how does it differ from traditional business models?
2. Define the scope of E-Business and its evolution over time.
3. Discuss the importance and benefits of implementing E-Business in today's digital landscape.
4. Enumerate and explain different types of E-Business models, with examples.
5. Provide case studies on successful E-Business models and analyze the key factors contributing to their success.
6. Discuss the emerging trends in E-Business models, emphasizing the role of new technologies.
7. Identify and explain the key components of E-Business infrastructure.
8. How do technologies such as the Internet and mobile platforms support E-Business operations?
9. Explain the security and privacy considerations associated with E-Business.

Unit 2: E-Business Strategy and Planning

1. Describe the process of formulating an E-Business strategy. What key elements should be considered?
2. Conduct a SWOT analysis for an E-Business and explain its significance.
3. How can an organization align its E-Business strategy with its overall organizational goals?
4. Outline the steps involved in developing a comprehensive E-Business plan.
5. Discuss the importance of market analysis in the context of E-Business planning.
6. Elaborate on financial planning and budgeting considerations for an E-Business venture.
7. Identify and assess potential risks in E-Business. How can these risks be mitigated?
8. Provide case studies on E-Business failures, and extract lessons learned from these instances.

Unit 3: E-Marketing and Customer Relationship Management (CRM)

1. Explain the different E-Marketing strategies, including SEO, SEM, social media, and email marketing.
2. Discuss the significance of content marketing and engagement strategies in E-Marketing.
3. How can analytics and measurement tools be applied to evaluate the effectiveness of E-Marketing campaigns?
4. Define Customer Relationship Management (CRM) in the context of E-Business.
5. Describe the process of implementing CRM systems in an E-Business environment.
6. What role does personalization play in customer retention strategies in E-Business?

Unit 4: E-Commerce Platforms and Technologies

1. Provide an introduction to E-Commerce platforms. How do they facilitate online transactions?
2. What factors should be considered when choosing the right E-Commerce platform for a business?
3. Explain the customization and integration of E-Commerce platforms for specific business needs.
4. Discuss the role of payment gateways in E-Commerce and how they ensure secure online transactions.
5. Analyze the legal and ethical considerations that businesses must address in E-Commerce.
6. Explore the trends and challenges associated with Mobile Commerce (M-Commerce).
7. What are the key considerations in developing mobile-friendly E-Commerce solutions?

Unit 5: Emerging Trends in E-Business

1. Define blockchain technology and its applications in E-Business.

2. How do cryptocurrencies impact E-Business, and what are their potential advantages and challenges?
3. Discuss the applications of Artificial Intelligence (AI) in E-Business, focusing on chatbots and recommendation systems.
4. Explore ethical considerations related to AI-driven E-Business applications.
5. What are the future possibilities and challenges associated with AI in E-Business?
6. Discuss sustainable practices in E-Business, emphasizing green technology and corporate social responsibility.
7. How can E-Business contribute to environmental sustainability?
8. Analyze the challenges and opportunities associated with incorporating sustainable practices in E-Business.