MANAGING E-BUSINESS
23MBPE663

(COURSE HANDBOOK)

MBA

COURSE HEAD:

Asst. Prof. Pradeep Kumar B R

1. GENERAL INFORMATION

Welcome to Managing E-Business!

Welcome to the MBA course on "Managing E-Business," where you'll embark on a journey to master the digital business landscape. This course is designed to equip you with the essential knowledge and skills needed to thrive in the dynamic world of e-business.

Starting with Module 1, you'll gain a solid foundation in e-enterprises, understanding their evolution, management, and business models. You'll compare conventional business designs with modern e-organizations, setting the stage for your digital transformation. Later in the course, you will dive into strategic planning and key digital tools, such as Supply Chain Management (SCM), Customer Relationship Management (CRM), and Enterprise Resource Planning (ERP). You'll explore web-enabled business management, Content Management Systems (CMS), and real-world case studies to see these concepts in action. As we progress, you'll explore various internet-based business and revenue models, including e-governance, digital commerce, mobile commerce, and social commerce. Emerging trends and strategies for online business will be discussed, preparing you to leverage the latest digital innovations.

In line with the current fintech trends, the subsequent modules focuses on electronic payment systems (EPS), covering the concept of money, types of EPS, smart cards, and electronic fund transfer. You'll understand the infrastructure issues and modern payment technologies crucial for e-business operations. Finally, the legal and ethical aspects of e-business, including consumer protection, cyber law, contracts, warranties, taxation, and encryption policies are discussed. You'll learn to navigate the legal complexities and ensure compliance in the digital world.

By the end of this course, you'll be well-prepared to lead and manage e-businesses, ready to innovate and excel in the digital economy. Let's embark on this exciting journey together!

1.1.Course Objectives
This course is designed to:
1. Impart fundamental knowledge on functioning of E-enterprises.
2. Expose students to enterprise software, including ERP/SCM/CRM.
3. Inculcate the knowledge on phases of value chain in E-business transactions to help build E-business Transactional Skills.
4. Provide an overview of legal, ethical, and privacy issues in e-business.

1.2.Course Outcomes
The end of this course, students will be able to:
CO1: Summarize the fundamentals of managing an e-enterprise
CO2: Make use of business management systems for developing e-business strategies.
CO3: Apply emerging trends in e-business to solve business challenges.
CO4: Summarize the challenges and security issues in electronic payment systems.

1.3.Set Text and Suggested Sources

All the below mentioned books are available in the 1st Floor Library.

Key Text Books:

1. Schneider GaryP. "Electronic Commerce". 9[th]Edition, Cengage Learning, 2021.

2. W. S Jawedekar "Management Information Systems", 5th Edition, TATA McGrawHill, 2020

Reference Books:

1. Efraim Turbanetal, "Electronic Commerce –A managerial perspective", 3rd Edition, Pearson Education Asia, 2016.

2. Bharat Bhasker, "Electronic Commerce–Frame work technologies and Applications", 4[th]Edition. Tata McGraw Hill Publications, 2018.

3. Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang "E-Commerce–Fundamentals and Applications", 3[rd]Edition, Wiley India Pvt Ltd, 2017.

1.4.Self-Study Course

In this course, you are encouraged to take up the following non mandatory self-study course. This course is designed to complement your MBA studies by offering flexibility and the opportunity to explore specialized topics at your own pace. While participation is not mandatory, it provides an excellent chance to deepen your knowledge in areas that align with your career goals. We encourage you to consider this valuable resource for personal and professional growth.

"Introduction to Managing E-Business" offered by Great Learning. This course can be completed before the end of Module 5. This course collectively prepares you with the knowledge and skills needed to excel in the dynamic field of e-business management. This preparatory work will support your success throughout the course and beyond.

2. THE COURSE

2.1.Course Description

MANAGING E-BUSINESS			
Semester	**III**	CIE Marks	**50**
Course Code	**23MBPE663**	SEE Marks	**50**
Teaching Hours/Week(L:T:P)	**4:0:0**	Exam Hrs	**03**
Total Hours	**52**	Credits	**04**

The course Managing E-Business is designed to provide students with foundational knowledge about the electronic transactions in this digital world. The course will run for 13 weeks during Semester III and consists of 5 modules that cover essential topics in E-Business. Each week includes 4 lectures, delivered by Prof. Pradeep Kumar B R, focusing on theoretical concepts, and course-related activities. Spanning a total of 52 hours, this 4-credit course is assessed through Continuous Internal Evaluation (CIE) for 50 marks and a Semester-End Examination (SEE) for 50 marks. This structure enables for a balanced and engaging learning experience for students.

2.2. Initiating Contact with Staff and Other Students

We value your inquiries about the course; please use in-class hours, office hours and emails thoughtfully and check previous materials such as this handbook and MITE's official website before reaching out. Engaging with peers will also enhance your understanding and foster a supportive academic community.

2.3. Resources

Resources encompass a range of dynamic tools, including digital libraries, e-learning platforms, and research databases that facilitate modern learning. These resources provide students with convenient access to academic materials, interactive courses, and the latest research, empowering them to excel in their fields. Through the college website, students can access additional resources such as the VTU Consortium, open-access repositories, and government portals like NPTEL and NDLI, which offer e-books, research papers, video lectures, and interactive tutorials for a flexible learning experience.

E-learning and digital library can be accessed via the college website https://mite.ac.in/ (Campus Life section>Library>VTU Consortium/e-learning platforms/additional sources). In addition, you can also make use of the Oracle university ERP training - Oracle University or similar platforms to enhance your learning on the E-Business.

2.4. Staff

Course Convenor: Mr. Pradeep Kumar B R
Cabin: 3rd floor, PG Block
Email: pradeep@mite.ac.in

2.5. Topics and Reading materials for each module

Module 1   *No. of Hours: 10*

- **Topic: Managing the E-Enterprise**
  o Introduction to e-enterprise, managing the e-enterprise, e-business enterprise, comparison between conventional design and e-organisation, organisation of business in an e-enterprise, e-business models.

- **Essential Readings:**
  o W.S. Jawadekar "Management Information Systems", 5th Edition, TATA McGraw Hill, 2020 – Chapters 1,2

Module 2   *No. of Hours: 10*

- **Topic: Functions of Management**
  o Strategic planning process, SCM, CRM, ERP, Procurement, Web enabled business management, CMS, Case Studies.

- **Activities:**
  o Students will be encouraged to participate and contribute effectively in a case study discussion. The case study will be about the challenges faced by a corporate when they migrate to a new ERP system. This activity enables with practical learning, critical thinking and problem solving skills making learning practical and useful.

- **Essential Reading:**
  o Schneider Gary P. "Electronic Commerce". 9thEdition, Cengage Learning, 2021- Chapter 9.

- **Additional Reading:**
  o W.S. Jawedekar "Management Information Systems", 5th Edition, TATA McGrawHill, 2020 – Chapters 12

Module 3   *No. of Hours: 11*
- **Topic: E-Business Applications & Strategies**
  o Business models & revenue models over internet, emerging trends in e-business, e-governance, digital commerce, mobile commerce, Social commerce, strategies for business over web, internet, based business models.

- **Essential Reading:**
  o W.S Jawedekar "Management Information Systems", 5th Edition, TATA McGrawHill, 2020. Chapter 14

- **Additional Reading:**
  o SSchneider GaryP. "Electronic Commerce". 9thEdition, Cengage Learning, 2021. Chapter 4.

  NOTE: The online course name is hyperlinked. Click on it to access content. Students are expected to complete the course before the end of module 3.

Module 4   *No. of Hours: 10*

- **Topic: Electronic Payment Systems**
  o Concept of money, electronic payment system, types of electronic payment systems, smart cards and electronic payment systems, infrastructure issues in EPS, electronic fund transfer.

- **Activities:**
  o Students will engage in Presentation of different concepts covered in the course by making in depth research about the concept beyond what is covered in the syllabus. This will enable students to dive in depth about the challenges and solutions and also enhance their communication and presentation skills.

- **Essential Reading**:
  o W.S Jawedekar "Management Information Systems", 5th Edition, TATA McGraw Hill, 2020. Chapter 20
  o Efraim Turbanetal, "Electronic Commerce–A managerial perspective",3rd Edition, Pearson Education Asia, 2016, Chapter 5

- **Additional Reading:**
  o Schneider Gary P. "Electronic Commerce". 9thEdition, Cengage Learning, 2021. Chapter 7

Module 5   *No. of Hours: 11*

- **Topic: Legal and privacy issues in E-Commerce**
  o Protection needs and methodology, consumer protection, cyber law, contracts and warranties. Taxation and encryption policies.

- **Activities:** Risk Assessment workshop - Students conduct a risk assessment for a hypothetical company. Class will be divided the class into small groups, provide them with a business scenario, and ask them to identify potential risks and propose protection strategies. Groups then present their findings and discuss the effectiveness of their methodologies.

- **Essential Reading:**
  o W.S Jawedekar "Management Information Systems", 5th Edition, TATA McGraw Hill, 2020– Chapter 20

- **Additional Reading:**
  o Schneider Gary P. "Electronic Commerce". 9thEdition, Cengage Learning, 2021. Chapter 7

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3. ASSESSMENT

The assessment for the Managing E-Business module is divided into two components: Continuous Internal Evaluation (CIE) and Semester End Examination (SEE), each accounting for 50% of the total marks.

Continuous Internal Evaluation (CIE) comprises two internal tests, scheduled for 8th and 14th week, which together contribute 30% of the total marks. Along with this, students can earn another 20% through the completion of the following assignments:

- **Case Study discussion (10%)**
- **Assignment and Presentation on the given topic (10%**)

Semester End Examination (SEE) constitutes the remaining 50% of the total marks and is in the form of a 3-hour written examination. Key information regarding examination dates and related details can be accessed via the college website (Academics and Courses section > Calendar of Events > PG Odd Sem).

Rubrics for Assignment Evaluation (Total: 20 Marks / 40% of CIE)

1. Presentation of the Case study (10 Marks)

Criteria	10-9 Marks (Excellent)	8-6 Marks (Proficient)	Marks 5-4 (Adequate)	3 Marks (Basic)
Creativity and Delivery	Highly creative in understanding and solving the case.	Creative, minor delivery gaps in delivery	Basic delivery, limited understanding and solution	Minimal effort
Subject Understanding	Deep understanding, well-integrated	Good understanding	Basic understanding	Weak understanding

2. Assignment and Presentation (10 Marks)

Criteria	10-9 Marks (Excellent)	8-7 Marks (Good)	6-4 Marks (Fair)	3 Marks (Poor)
Management Levels	Clear, detailed explanation	Good explanation, minor gaps	Basic explanation, missing key details	Lacks understanding or incorrect information
Organizational Structure	Clear, well-defined structure	Clear, but some details missing/unclear	Unclear or incomplete structure	Poorly explained or missing components