

Bachelor of Arts (VS) Modern Office Management

Semester VIII

**Discipline Specific Course - (DSE 8.2)-E-Business
Management**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE
COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
E-Business Management DSE (8.2)	4	3	-	1	Class XII	Nil

Learning Objective:

- To introduce students to the fundamentals of e-commerce in the context of modern office management.
- To help learners understand various digital business models.
- To explain online transaction processes and their applications.
- To familiarize students with emerging technologies in e-commerce.
- To equip students with the skills to use e-commerce tools for enhancing office efficiency.
- To prepare learners to support organizational growth in a digital business environment.

Learning Outcomes

- Understand the nature, scope, and various types of e-business models, including platform, aggregator, subscription, D2C, and other emerging models.
- Analyze real-world business cases to evaluate e-business strategies, marketplace structures, and digital transformation choices.
- Explain key e-commerce security threats, technology-based security solutions, and the relevance of the Information Technology Act, 2000.
- Apply foundational knowledge to plan, register, and design an e-business website and understand the online business launch process.
- Evaluate digital marketing strategies, key business performance metrics such as CAC, LTV, and ROI, and approaches to scaling e-businesses.
- Demonstrate familiarity with various e-payment systems, including UPI, wallets, cards, BNPL, and payment gateways used in digital commerce.

Course Content

(Theory 45 Hours + 30 hours practical)

Unit 1: Introduction to E-business Models

10 hours

Nature and scope of e-commerce and e-business, concept of e-Marketplaces. Types of e-business models: B2B, B2C, Business to Government (B2G), Direct-to-Consumer (D2C), Subscription & Premium models, Gig economy platforms, Circular economy models,

Marketplace model vs. Aggregator model, Key elements of e-business model, emerging technologies for e-business solutions.

Unit 2: Security and encryption

10 hours

Need, concepts and scope of e-security, security threats in the e-business (security intrusions and breaches), technology solutions (encryption: symmetric and asymmetric, cybersecurity best practices, Information Technology Act, 2000 (meaning, objectives and key provisions), Contemporary issues relating to security.

Unit-3: Launching Online Business and Website Designing

15 hours

Requirements for starting an online business, registration of business, funding options available for startup e-businesses. Designing, building and launching e-commerce website (decisions regarding selection of hardware, software, outsourcing vs. in-house development of a website), search engine optimization.

Introduction to HTML, tags and attributes: Text formatting, Fonts, Hypertext Links, Tables, Images, Lists, Forms, Frames, Cascading Style Sheets.

Unit 4: Scaling Strategies and Payment Systems in E-Business

10 hours

Digital Marketing (concept and types: SEM, SMM, email marketing, etc.). Key metrics: Customer Acquisition Cost (CAC), Life Time Value (LTV), Conversion rate, ROI, google analytics, etc. CRM. E-Payment, Methods of E-payments (Cards, UPI, Buy Now Pay Later (BNPL), Smart Cards and e-money. Digital signatures (procedure, working and legal position), payment gateways, online banking: electronic fund transfer, NEFT/RTGS/IMPS, automated clearing house, automated ledger posting.

Practical: The learners are required to:

- Compare two e-businesses (e.g., Amazon vs. Zomato) and identify their models.
- Develop and pitch a new e-business idea, specifying its type and revenue model.
- Analyze a real-life cyberattack on a digital platform and suggest preventive measures.
- Draft a step-by-step plan for registering and setting up an online business in India.
- Create a homepage with product listing, contact form, and basic styling.
- Analyze a website using free SEO tools and suggest improvements. Use given data to calculate key business performance metrics (CLV, Conversion Rate, etc)

References

- Blank, S., & Dorf, B. (2012). *The startup owner's manual: The step-by-step guide for building a great company*. K&S Ranch.
- Chaffey, D. (2011). *E-Business & E-Commerce Management: Strategy, implementation and practice* (5th ed.). Pearson.
- Combe, C. (2003). *Introduction to e-business: Management and strategy*. Butterworth-Heinemann.
- Joseph, P. T. (2023). *E-Commerce: An Indian perspective* (7th ed.). PHI Learning.
- Mohapatra, S. (2016). *E-commerce strategy: Text and cases*. PHI Learning.
- Turban, E., King, D., Lee, J. K., Liang, T.-P., & Turban, D. C. (2018). *Electronic commerce: A managerial perspective* (9th ed.). Pearson