

**Bachelor of Arts (VS)- Small and Medium Enterprises**

**Semester VIII**

**Discipline Specific Course - DSC 8.1**

**E-Business Management in MSMEs**

**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 in MSMEs	4	3	1	0	As per University Norms	NIL

**Course Objective-** The objectives of the course are to understand the fundamental of e-business and its role in modern organizations. The students will be able design, implement and manage e-business solutions, evaluate their effectiveness and analyze and respond to the evolving digital marketplace.

**Learning Outcomes-**

CO1: To enable the students to understand about e-business and e-commerce- meaning, nature, scope and e-commerce business models

CO2: Students will be able to analyze real business cases regarding their e-business strategies and transformation processes and choices.

CO3: To make the students understand e-commerce security environment, security threats in the e-commerce environment, technology solutions, IT Act 2000.

CO4: Students will be able to understand E-payment system including methods, digital signatures, payment gateways, and risks involved in E-payments

CO5: To Integrate theoretical frameworks with business strategies.

## **Syllabus**

### **Unit 1: Introduction to E-Business and E-Commerce (10 hours)**

Meaning, nature, concepts, scope, advantages, disadvantages of e-commerce and e-business, Types of e-commerce, e-business models, Key elements of e-business model, forces behind e-commerce, impact of E-business on different industries, emerging technologies for e-business solutions.

### **Unit 2: E-Marketplace (10 hours)**

Structures, Mechanisms, Economics, & impacts- e-Marketplace: meaning, concept, scope and Functions, types and features of e-Marketplace. Various types of auctions and their characteristics, benefits, limitations and impacts of auctions. E-Commerce in the wireless environment.

### **Unit 3: Security and encryption (12 hours)**

Need, concepts and scope of e-security, security threats in the e-commerce environment (security intrusions and breaches, attacking methods like hacking, sniffing, cyber vandalism etc.), technology solutions (encryption, security channels of communication, protecting networks, servers and clients), Information Technology Act 2000 (meaning, objectives and provisions).

### **Unit-4: Launching Online Business and E-Commerce Projects (13 hours)**

Requirements for starting an online business from different perspectives, funding options available for startup 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.

### **Practical Exercises:**

The learners are required to:

1. Design a basic business website for MSMEs
2. Identify e-business opportunities in India's MSME sector using case studies
3. Design a basic supply chain flow for an online clothing startup using case studies
4. Prepare a project report on renowned MSMEs running e-business

### **Suggested Readings:**

- Chaffey et al. (2024) *Digital Business and E-commerce*. (8th ed.). Pearson International.
- Combe, C. (2016). *Introduction to E-Business*. Netherlands: Taylor & Francis Group.
- Mohapatra, S. (2012). *E-Commerce Strategy: Text and Cases*. Netherlands: Springer US.
- Joseph, P. T. S. J. (2023). *E-Commerce, Seventh Edition: An Indian Perspective*. PHI Learning Pvt. Ltd.
- Jelassi, T., Martínez-López, F. J. (2021). *Strategies for E-Business: Concepts and Cases on Value Creation and Digital Business Transformation*. Switzerland: Springer International Publishing.