

Subject Code: 1ET1050301	Subject Title: Ecommerce and Management
Pre-requisite	Good written and verbal communication skills

Course Objective:

The course aims to equip the students with fundamental concepts of ecommerce and management related to engineering discipline. Also basic understanding of ecommerce transition in India, benefits and drawbacks of ecommerce and managerial principles for engineering discipline is targeted.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
2	-	-	2	70	30	-	-	100

Subject Contents				
Sr. No	Topic	Total Hours	Weight (%)	
1	Ecommerce- An Introduction, History, Past Business Information Exchange Efforts, Requirement of new economy, Need for Internet and WWW, Advantages and Disadvantages of E-Commerce, Indian ecommerce transition and its challenges.	4	10	
2	E-Business Model- Meaning, The IT act, E-business Technology Models: B2C, B2B, C2C, C2B, E-business Model Based on the Relationship of Transaction Types.	4	10	
3	Basic Structure of E-Business- protocols, VoIP, wireless. 3G, Wi-Fi, WiMAX, Webpages, Portals of Business. Network Business Management- online trading, advertising on the network-Web Billboards, Online Communities, Customer Support, Supply Chain Management.	4	10	
4	Online Marketing and E-CRM- Conventional Marketing, Identifying Web Presence Goals, the Browsing Behavior Model, Online Marketing-Meaning, Internet Marketing Trends, E-advertising, E-branding, Requirement for E-CRM. Ecommerce Software Systems- Ecommerce softwares, Basic functions of Ecommerce Software for businesses Online payments: Basics, Payment cards, Electronic cash, Electronic wallets, governing internet technologies, E-banking.	4	7	
5	E-Commerce Issues and Security: Legal, Ethical and Tax Issues, Use and protection, Online crime, Terrorism and warfare, Requirement Of Security On E-Commerce.	4	10	
6	Introduction to Management: Definitions, Scientific management Manager: Roles, Types, Skills. Maslow's Theory.	3	10	
7	Management Functions and their importance: Planning, Organizing, Controlling, Staffing, and Leading. Applications.	3	15	
8	Organizational Structure: Overview, principles, types of Structures, Span of Control.	3	10	

9	Management Areas: Marketing Management: Four P's of Marketing, Financial Management: Meaning of finance and scope of financial management, Functions, Production Management: Meaning, characteristics, Plant layout	4	10
10	Social responsibility and Ethics: Concept of corporate social responsibility and ethics. Stakeholders and its management, Ethical issues in management	3	8

Course Outcome:

At the end of this course, the student would be able to

- Understand practical applicability of ecommerce -concepts-principles.
- Understand the e-commerce and its applications, also basics about CRM/SCM as backbone of Ecommerce.
- Understand about E-Marketing, E-advertising.
- Use Management concepts for managerial problem solving.
- Understand and develop basic knowledge of marketing, responsibility and management Ethics.

List of References:

1. E-COMMERCE: A Managerial Perspective, P.T. Joseph, PHI, fifth printing
2. E-Commerce, Jibitesh Mishra, Macmillan Publishers India
3. Electronic Commerce-A Manager's Guide by Ravi Kalakoti and Andrew B. Whinston, Pearson Education, New Delhi.
4. Management: Principles, Processes, and Practices by Anil Bhatt, Arya Kumar.
5. Principles and Practices of Management by L. M. Prasad.