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|-----------------------|-----------------------------------------------|
| <b>Branch Name:</b>   | Computer Engineering / Information Technology |
| <b>Program Code:</b>  | ET103/ ET105                                  |
| <b>Subject Title:</b> | Ecommerce and Management                      |
| <b>Subject Code:</b>  | 2ET1000413T                                   |
| <b>Pre-requisite:</b> | Good written and verbal communication skills  |

**Course Objectives:**

- The course aims to equip the students with fundamental concepts of economics and management related to engineering discipline.
- Basic understanding of costing, financing, planning and managerial principles for engineering discipline is targeted.

| Credit | Teaching Scheme<br>Hours per week |   |     |       | Evaluation Scheme (Marks) |      |      |      |                   |      |      |      |                  |
|--------|-----------------------------------|---|-----|-------|---------------------------|------|------|------|-------------------|------|------|------|------------------|
|        |                                   |   |     |       | Theory (Marks)            |      |      |      | Practical (Marks) |      |      |      | Total<br>(Marks) |
|        | SEE                               |   | CCA |       | SEE                       |      | CCA  |      |                   |      |      |      |                  |
|        | L                                 | T | P   | Total | Min.                      | Max. | Min. | Max. | Min.              | Max. | Min. | Max. |                  |
| 3      | 3                                 | - | -   | 3     | 24                        | 60   | 16   | 40   | -                 | -    | -    | -    | 100              |

| Subject Contents |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |             |               |  |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------|--|
| Sr. No           | Topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Total Hours | Weightage (%) |  |
| 1                | <b>Ecommerce-</b> 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                | <b>E-Business Model-</b> 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                | <b>Basic Structure of E-Business-</b> protocols, VoIP, wireless. 3G, Wi-Fi, WiMAX, Webpages, Portals of Business.<br><b>Network Business Management-</b> online trading, advertising on the network- Web Billboards, Online Communities, Customer Support, Supply Chain Management.                                                                                                                                                                                               | 4           | 10            |  |
| 4                | <b>Online Marketing and E-CRM-</b> Conventional Marketing, Identifying Web Presence Goals, the Browsing Behavior Model, Online Marketing-Meaning, Internet Marketing Trends, E-advertising, E-branding, Requirement for E CRM.<br><b>Ecommerce Software Systems-</b> Ecommerce softwares, Basic functions of Ecommerce Software for businesses<br><b>Online payments:</b> Basics, Payment cards, Electronic cash, Electronic wallets, governing internet technologies, E-banking. | 4           | 7             |  |
| 5                | <b>E-Commerce Issues and Security:</b> Legal, Ethical and Tax Issues, Use and protection, Online crime, Terrorism and warfare, Requirement Of Security On E-Commerce.                                                                                                                                                                                                                                                                                                             | 4           | 10            |  |
| 6                | <b>Introduction to Management:</b> Definitions, Scientific management<br><b>Manager:</b> Roles, Types, Skills. Maslow's Theory.                                                                                                                                                                                                                                                                                                                                                   | 3           | 10            |  |
| 7                | <b>Management Functions and their importance:</b> Planning, Organizing, Controlling, Staffing, and Leading. Applications.                                                                                                                                                                                                                                                                                                                                                         | 3           | 15            |  |

|    |                                                                                                                                                                                                                                                           |   |    |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|----|
| 8  | <b>Organizational Structure:</b> Overview, principles, types of Structures, Span of Control.                                                                                                                                                              | 3 | 10 |
| 9  | <b>Management Areas:-</b><br><b>Marketing Management:</b> Four P's of Marketing,<br><b>Financial Management:</b> Meaning of finance and scope of financial management, Functions,<br><b>Production Management:</b> Meaning, characteristics, Plant layout | 4 | 10 |
| 10 | <b>Social responsibility and Ethics:</b> Concept of corporate social responsibility and ethics. Stakeholders and its management, Ethical issues in management                                                                                             | 3 | 8  |

**List of Reference Books:**

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.

**Course Learning Outcomes (CLO): On completion of this course, the students will be able to:**

| CLO  | Description                                                                                         | Bloom's Taxonomy Level         |
|------|-----------------------------------------------------------------------------------------------------|--------------------------------|
| CLO1 | Understand practical applicability of ecommerce -concepts-principles.                               | 2 Understanding<br>4 Analyze   |
| CLO2 | Understand the e-commerce and its applications, also basics about CRM/SCM as backbone of Ecommerce. | 2 Understanding<br>4 Analyze   |
| CLO3 | Understand about E-Marketing, E-advertising.                                                        | 2 Understanding,<br>3 Applying |
| CLO4 | Use Management concepts for managerial problem solving.                                             | 3 Applying,<br>2 Understanding |
| CLO5 | Understand and develop basic knowledge of marketing, responsibility and management Ethics.          | 2 Understanding<br>4 Analyze   |

**Mapping of CLOs with POs & PSOs:**

| Course Learning Outcomes | Program Outcomes (POs) |     |     |     |     |     |     |     |     |      |      |      | Program Specific Outcomes (PSOs) |      |      |      |
|--------------------------|------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|----------------------------------|------|------|------|
|                          | PO1                    | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1                             | PSO2 | PSO3 | PSO4 |
| CLO1                     | M                      | L   | L   | -   | -   | -   | -   | -   | -   | -    | -    | -    | H                                | M    | -    | -    |
| CLO2                     | M                      | L   | L   | -   | -   | -   | -   | -   | -   | -    | -    | -    | H                                | M    | -    | -    |
| CLO3                     | M                      | L   | L   | -   | -   | -   | -   | -   | -   | -    | -    | -    | H                                | M    | -    | -    |
| CLO4                     | M                      | L   | L   | -   | -   | -   | -   | -   | -   | -    | -    | -    | M                                | M    | -    | -    |
| CLO5                     | M                      | L   | L   | -   | -   | -   | -   | -   | -   | -    | -    | -    | H                                | M    | -    | -    |

**H: High, M: Medium, L: Low**