

Branch Name:	MANAGEMENT
Program Code:	MS301
Course Name:	Digital Business
Course Code:	1MS3010902
Pre-requisite Course:	Basic of Information system, Strategic management

Course Objectives:

1. To understand the use of Computers in decision making.
2. To provide an insight into various processing and information systems.
3. The objective is to expose the students to electronic modes of commercial operations.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Subject Contents:

Sr. No.	Contents	Total Hours	Weight
1	Introduction to Digital Business Introduction, Background and current status, E-market places, structures, mechanisms, economics and impacts Difference between physical economy and digital economy,	12	25%
2	Drivers of digital business- Big Data & Analytics, Mobile, Cloud Computing, Social media, BYOD, and Internet of Things (digitally intelligent machines/services) Opportunities and Challenges in Digital Business,	12	25%
3	Overview of E-Commerce- Meaning, Retailing in e-commerce-products and services, consumer behavior, market research and advertisement B2B-E-commerce-selling and buying in private e-markets, public B2B exchanges and support services, e-supply chains, Collaborative Commerce, Intra business EC and Corporate portals Other E-C models and applications, innovative EC System-From E-government and learning to C2C, mobile commerce and pervasive computing EC Strategy and Implementation-EC strategy and global EC, Economics and Justification of EC, Using Affiliate marketing to promote your ecommerce business, Launching a successful online business and EC project, Legal, Ethics and Societal impacts of EC	12	25%

4	Digital Business Support services- e-CRM, e-SCM, ERP as e – business backbone, Knowledge Tope Apps, Information and referral system. Managing E-Business-Managing Knowledge, Management skills for e-business, Managing Risks in e –business Security Threats to e-business -Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Security Protocols over Public Networks: HTTP, SSL, Firewall as Security Control, Public Key Infrastructure (PKI) for Security, Prominent Cryptographic Applications.	12	25%
---	--	----	-----

Course Pedagogy:

The pedagogy of the subject involves Lectures, Case Discussions, and Real Life Business Scenarios. Students will be given group tasks and assignments. In Movie based learning, students will watch a movie based on management concepts and shall be required to submit an assignment which will be part of their continuous evaluation process.

Suggested Readings:

a. Books

- A textbook on E-commerce - Publisher: Neha Publishers & Distributors
- Digital Business and E-Commerce Management, Latest edition –Dave Chaffey, August 2022
- Digital Business Concepts and Strategy –Eloise Coupey, 2nd Edition –Pearson

b. Journals/Magazines

- South Asian Journal of Business, By The Association of Management Development Institutions in South Asia.
- Harvard Business Review
- Vikalpa – A Journal for Decision Makers, IIM Ahmedabad
- Business World / Business Today/ Economic Times/ Business Standard

Evaluation Scheme:

Sr. No.	Component	Weight
1	University Examination * For the written examination, the open book examination may be opted by the paper setter appropriately	60%
2	Internal Assessment -Depending on the need and objectives of the subject, internal assessment should include minimum three of the following sub- components; <i>Class Test, Quiz, Assignments, Case Presentation, Class Participation, Projects, Team/Individual Assignments.</i> -The weightage of a sub-component should not exceed 50% of internal assessment component weight. -The bifurcation of sub-components shall be communicated by the instructor before commencement of the academic sessions.	40%

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Students will be able to describe major theories, background work, concepts and research output in the field of digital business	1. Remember
CLO2	Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.	3 Apply, 4 Analyze
CLO3	Students will be able to demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving digital organizational problems	3 Apply, 4 Analyze
CLO4	Students will be able to demonstrate the capability of making their own decisions in a dynamic digital business landscape.	2. Understand 6 Create
CL05	Students will be able to develop their capacity to think and execute strategically to develop business.	3 Apply, 4 Analyze 5 Evaluate

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H	M		L	L	M	L	H	M	
CLO2	H	H	L	H		M				
CLO3	H	L	H			L		L		M
CLO4	H	H		H					H	
CLO5			H			H	M	H		

H: High, M: Medium, L: Low