

Indian Institute of Technology, Kanpur

Proposal for a New Course

1. Course No: MBA*** (PG Level)
2. Course Title: E-Commerce
3. Per Week Lectures: 03, Tutorial: 0, Laboratory: 0, Additional Hours: 0

Credits: 5, Duration of Course: Half-Semester

4. Proposing Department/IDP: Department of Management Sciences (DoMS)

Other Departments/IDPs which may be interested in the proposed course: NA

Other faculty members interested in teaching the proposed course: NA

5. Proposing Instructor: Jitender Kumar

6. Course Description: Course is designed for MBA (2nd Year - 3rd/4th semester) graduates. First year (2nd semester) students who have studied a course on 'Marketing Management' in their 1st semester may opt for it in 2nd and following semesters.

About the course: Internet and mobile technologies are the fastest growing media and communication technologies in the human history. It has become almost default consideration in perspective for strategies and decisions world over by the business executives. Lot of empirical work has gone parallel with this evolution. Hence, the purpose of the course is to get spectrum of such situations in discussion and empathize correspondence between advances in concepts and practice to be grounded in genuine skills of internet application for marketing. Smart thinkers believe that there is lot more to leverage for businesses and entrepreneurial initiatives from internet and allied technologies for its characteristics and value creation in convergence, then it makes sense to explore possibilities and identify new opportunities as viable business cases.

A). Course objective/s

- To appreciate the business potential of internet and allied technologies.
- To develop an understanding of fundamental of online business, ecommerce concepts, and conceptual frameworks
- To be able apply concepts learnt in various functional domains like strategy, marketing, information systems, services etc. in internet and mobile space
- Understand various challenges & opportunities of E-commerce & Q-Commerce
- Develop Customer centered OMNI strategy to leverage Physical & Non-Physical retail

B). Content

S. No.	Topics	NO. OF LECTURES
1	E-Commerce and E-Business in Perspective Types of E-Commerce, Understanding of Customer Journey @ E-Commerce through 5A Model	1-3
2	E-Commerce Models & Platform E-Commerce Business Model, Platform, and ecosystem	4-6
3	E-Commerce Value Chain (B2B and B2C) Models and Online Ecosystem, Aggregators, Agoras, Value Chain, Alliance and Distributive Networks, Value proposition framework. New imperatives, strategies, and operations	7-8
4	Pricing, Retailing and Services Efficient Supply chain – pre-requisite for E-Commerce M-Commerce & Q-Commerce	9-10
5	Marketing Technology for E-Commerce Marketing Automation, CRM systems, Challenges of Big Data, Programmatic and Ad Tech	11
6	Analytics for E-Commerce Marketing and Advertising Analytics in Ecommerce and E-businesses, Answering Business Questions with Behavioral Analytics. Understanding Metrics and Key Performance Indicators, for Behavioral Analysis, Site analysis, RFM analysis, Operations Analytics, AI and ML based insight	12
7	Data Security in E-Commerce and Online Business Policy Landscape Security and Policy challenges for sellers, platforms, infrastructure providers	13-14
8	Project submission and presentations	15-17.5

7. Pre-requisites, if any: Marketing Management

8. Short summary for including in the Courses of Study Booklet: This course focuses on how e-commerce can create value for businesses while discussing the theories and practical aspects of e-commerce.

9. Recommended Books:

E-Commerce 2021: Business, Technology, and Society, 17e by Carol Guercio Traver
Kenneth C. Laudon (Author) - (Pearson)

10. Any other remarks:

Classroom activity will mainly consist of lectures and case discussions. Assignments and hands-on exercises will support the classroom discussions. Class attendance is required and there is no substitute for missed sessions. More than two absences will attract penalties in the class participation component of valuation. The institute policy on attendance will also be applicable during the duration of the course.

There will be periodic evaluations of your learning. Late assignments will result in a zero grade unless in the case of a personal emergency or for medical reasons.

Dated: 29-10-2024

Proposer: Jitender Kumar



Dated: _____

DUGC/DPGC Convener: _____

The course is approved / not approved

Chairman, SUGC/SPGC

Dated: _____