Estd. 1962
NAAC 'A' Grade

जा.क्र./शि.वि./अ.मं/कॉमर्स/7260   दिनांक 18/07/2018

विभाग प्रमुख,
कॉमर्स अॅण्ड मॅनेजमेट (एम.बी.ए.) अधिविभाग
शिवाजी विद्यापीठ, कोल्हापूर.

विषयः– P.G.Diploma in E-Business या प्रोग्रॅमच्या अभ्यासक्रमाबाबत.

महोदय/महोदया,

उपरोक्त विषयासंदर्भात विद्यापीठ अधिकार मंडळाने घेतलेल्या निर्णयास अनुसरून आपणांस कळविणेत येते की, शैक्षणिक वर्ष 2018–19 पासून एम.बी.ए. अधिविभागात सुरु करणेत आलेला P.G.Diploma in E-Business प्रोग्रॅमचा अभ्यासक्रम सोबत सॉफ्ट कॉपी मधून पाठविण्यात येत आहे. तसेच सदर अभ्यासक्रम विद्यापीठाच्या www.unishivaji.ac.in या संकेतस्थळावर उपलब्ध करणेत आलेले आहे.

सदरची बाब सर्व संबंधित शिक्षक व विद्यार्थी यांच्या तात्काळ निदर्शनास आणावी.

कळावे,

आपली विश्वासू

उपकुलसचिव

प्रत:–1. प्र.अधिष्ठाता, वाणिज्य विद्याशाखा   } यांना माहितीसाठी
    2. अध्यक्ष,व्यवस्थापन अभ्यास मंडळ
    1. मा.संचालक, परीक्षा व मूल्यमापन मंडळ
    2. इतर परीक्षा विभाग –1
    3. परीक्षक नियुक्ती विभाग
    4. संलग्नता विभाग
    5. पात्रता विभाग
    6. पी.जी.सेमिनार विभाग
    7. पी.जी.अॅडमिशन विभाग   } यांना माहितीसाठी व पुढील योग्य त्या कार्यवाहीसाठी

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NAAC "A" Grade

SHIVAJI UNIVERSITY, KOLHAPUR

Faculty of Commerce and Management

Syllabus for

POST GRADUATE DIPLOMA IN
E- BUSINESS

(Syllabus Implemented from 2018)

POST GRADUATE DIPLOMA IN

E- BUSINESS

Introduction -

The world of business is undergoing a radical change. Trends in market place competition on one hand and the advent of the Web on the other hand, have created a brand new landscape within which business is conducted. e – Business enterprises conduct themselves using agile and flexible business models and processes, transform themselves continuously to meet challenges and opportunities, participate in opportunistic alliances and virtual organisations.

e – Business is aimed at enhancing the competitiveness of an organisation by deploying innovative information and communications technology throughout an organisation and beyond, through links to partners and customers. To be successful in managing e- business, a breadth of knowledge is required of different business processes and activities from across the value chain such as marketing and sales. There is virtually nothing today which is not affected by the electronics that bring people, technologies, and processes together in the interest of time saving, efficiency, and productivity. Keeping in view career opportunities in e- business the objective of the course is to give in – depth knowledge of e- Business. The course offers in depth coverage of the prerequisites, management and infrastructure for conducting e- Business.

Programme Duration:

Programme duration will be for one year. The programme will be conducted during academic year of the university. Lectures will be conducted on every Saturday and Sunday.

Eligibility criteria for Admission: Any graduate student from the statutory Indian University. The admission will be given on first cum first serve basis to the eligible candidates.

Intake Capacity: 60 Students

Fee for the Programme per student: Tuition fee - Rs. 5000/-

Other fees- As per university norms.

Venue:

The programme will be conducted in MBA Unit, Department of Commerce and Management, Shivaji University, Kolhapur.

Programme Content:

The programme will comprise of 5 theory papers.

Theory Papers –

1. Foundation of e- Business

2.   e- Business Infrastructure & e- Environment

3. E-Business Strategy

4. e- Marketing & CRM

5. Contemporary Issues in e- Business

Evaluation:

- Internal marks will be 20 for which case study, group exercise, seminar can be conducted.
- Written examination of 80 marks will be conducted. The duration for the examination will be of 3 hours.
- The examination will be conducted in the month of April/ May of every year.
- To pass the examination a candidate must obtain at least 40 % of the marks, separately in each subject.

Nature of Question paper and Scheme of marking:

Q. 1. Objective type questions (10)	10 Marks
Q. 2. Descriptive question (any 5 out of 6)	50 Marks
	(10 marks for each question)
Q. 3. Short Notes (Any 4 out of 6)	20 Marks
	(5 marks for each short note)

SYLLABUS

Paper – I

Foundation of e- Business

Unit – 1 - Concept and meaning of e- business & e- commerce, Evolution of e- business, e- commerce vs e- business, Advantages & Issues in e- Commerce, Scope of e- commerce, Drivers for survival & growth of e- Commerce, Business or consumer models of e-commerce transactions, Different types of sell-side e- commerce

Unit – 2 - Characteristics of e- business, Elements of an e- Business solution, e- business roles & their challenges, e- business opportunities, e- business requirements, Impacts of e-business, Inhibitors of e- business

Unit – 3- Electronic market- Meaning & definition, How electronic market works, Functions of electronic market, Electronic market vs traditional market, Electronic market success factors, Electronic payment system & its types

Unit – 4 – Market place analysis – Online market place analysis, Location of trading in market place, Internet start-up companies.

Paper - II

e – Business Infrastructure & e – Environment

Unit – 1- Introduction to internet, Internet Architecture –Types of networks, Network components, Hardware & software requirements, Networking standards – TCP/ IP, HTPP protocol, URLs, web presentation & data exchange transfers, audio & video standards

Unit – 2 – Building blocks of e- commerce, Technical e- business challenges, e- business infrastructure components, Internet technology, Web technologies & applications, Collaborative technologies – EDI, Workflow systems

Unit – 3 – Managing e – business infrastructure – hardware & system software infrastructure, application infrastructure, Building e- presence – need of a website, process of designing website

Unit – 4 – e- Environment –Introduction, Key elements of e- business environment – Economics of exchanging information, connectivity and interactivity, network economies of scale, speed of change, economics of abundance, merchandise exchange, communication channel, transaction channel, distribution channel. Social, legal, ethical issues. Economic & competitive factors. e- Commerce& globalisation, political factors, technological innovation

Paper – III

e- Business Strategy

Unit – 1 –Introduction to e- Business strategy, Levels of e- Business strategy, The changing competitive agenda – business & technology drivers, Generic strategy process model & dynamic e- business strategy model, Strategic analysis, Theory of competitive strategy, Success factors for implementation of e- Business strategies

Unit – 2- Selection of e- Business strategy options, Strategy implementation, e - Business Models, A framework for analysing e- business model, e- business economies – key economic characteristics of internet, cost of production & distribution, economics of information, connectivity & interactivity, economies of scale & scope

Unit – 3 - Supply Chain Management –Meaning, definition, importance, and characteristics of SCM, Elements of SCM, Push & Pull supply chain model, Use of e-business to restructure supply chain, Supply chain management implementation

Unit – 4 – e – Procurement – Meaning and advantages of e –procurement, Types& Drivers of e- procurement, Components of e- procurement systems, Implementation of e- procurement

Paper – IV

e- Marketing and CRM

Unit – 1- Meaning, Scope of e- marketing, Challenges & opportunities for e- marketing, e- marketing planning, Situation analysis, Buying behaviour, Online buying process, Segmentation, targeting, positioning for e- markets, Justifying e- marketing, Techniques of e- marketing

Unit – 2 –Cycle of e- marketing, Product strategy – product mix, mass customisation, bundling, online branding. Price – internet price aspects, Place – place of purchase, new channel structure, channel conflicts, virtual organisations, Promotion – online marketing communication, People, Process, Physical evidence

Unit – 3 –Customer Relationship Management – meaning, goals & insights of e- CRM, Customer Life Cycle, Marketing Applications of CRM, e- CRM - Benefits of e- CRM, Permission marketing, Customer profiling

Unit – 4 – Conversion marketing, Interactive marketing communications, Social media & social CRM strategy, Customer Retention Management, Excelling in e- marketing service quality

Paper – V

Contemporary Issues in e- Business

Unit – 1 –Reliability for e – business – Reliability & quality considerations, Quality requirements, Trust, e – Business risk. e – Business security – Application security requirements, Security mechanism for e – Business. Designing for security – Assessing the security needs for the firm, Establishing a good policy, Fulfilling web security needs, Structuring the security environment, Monitoring the system.

Unit – 2 –Client & Server Security Threats – Client computer attacks, server security threats, Viruses & its types. Security protection & recovery – Basic internet security practices, Credit card thief, Fire wall & security, Design & implementation issues, Recovery from attack.

Unit – 3 –Electronic money – Meaning & its types. Requirement for internet based payments - Internet based payment system models, Electronic transaction systems, Secured electronic transactions. Types of electronic payment media. General guide to e – payment.

Unit – 4 –Ethical issues – computer ethics, major threats to ethics, improving the ethical climate, privacy factors, professional ethics, moral factor. Legal issues – copyrights, trademarks, and trade names. Future of e –Business

Reference Books –

1. e- Business & e – Commerce Management: Strategy, Implementation, Practice – Dave Chaffey, Pearson Education

2. e – Business: Organisational Technical Foundations – Michael Papazoglou, Pieter M. A. Ribberes, Wiley India (P) Ltd.

3. Introduction to E- Business: Management and Strategy – Colin Combe, Elsevier Ltd.

4. E- Business and E- Commerce: Managing the Digital Value Chain, Andreas Meier, Henrik Stormer, Springer.

5. Digital Business and E-Commerce Management: Strategy, Implementation and Practice – Dave Chaffey, Pearson Education

6. Electronic Commerce: From Vision to Fulfilment – Elias M. Awad, Prentice Hall Inc.

7. Frontiers of Electronic Commerce – Ravi Kalakota, Andrew B. Whinston, Pearson Education

8. e – Commerce: Strategy, Technologies & Applications – David Whiteley, McGraw Hill Education (India) Pvt. Ltd.

9. E- Commerce: An Indian Perspective, P. T. Joseph, PHI Learning Pvt. Ltd., Delhi.