

**AMRITA VISHWA VIDYAPEETHAM**  
**DEPARTMENT OF MANAGEMENT, KOCHI**  
**MBA PROGRAMME 2018**  
**Trimester VI (2016 – 2018 Batch)**

**E-Business and E- Commerce Management**

Course Name	E-Business and E- Commerce Management(SY635E)
Term	MBA-VI
Name of Course Facilitator	Dr.Rejikumar
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**Course Objectives**

The purpose of this elective course is to introduce students about the issues that a modern day manager need to address while doing business in a digital world.

The topics covered will include analysis of market place,environment and internal aspects such as infrastructure, strategy, planning, performance and use experience.

**Learning Outcomes**

The students will: (a) understand the scope of e-business and e-commerce and their different elements in business success. They will learn (b) how to use digital platforms and related technology for offering better service to customers. The course is expected to impart the skills to apply e-business strategies for better customer satisfaction and loyalty.

**Course objectives and Outcomes**

LG CO	Critical and integrative Thinking	Effective written and oral communication	Societal and Environmental Awareness	Ethical Reasoning	Leadership
CO1: Knowledge	3	1	1	1	0
CO2: Skill sets	3	1	1	1	0
CO3: Application of E-business strategies	3	1	1	1	0

**Course contributes mostly to: Employability/ Skill Development/ Value-add**

**Course Pedagogy**

The pedagogy for this course would comprise of lectures, group presentations, class activities and brand audit project. (Soft copies of the articles and cases are provided in the course folder)

## Session Plan

Session	Topics	Reading	Inclass activity
1,2	Introduction to E-business and E-commerce		Lecture
3,4	Case 1: A short history of Facebook Case 2: Betfair profits with C2C online gambling service Case 3: North West Supplies extends its reach online ( caselets are available in chapter-1 of text book)		Presentation and discussion
5,6,7,8	E-Marketplace and Enviornment Case 4: eBay – the world’s largest e-business- discussion Case 5: The impact of B2B reverse auctions Case 6: Zopa launches a new lending model		Presentation and Discussion
9,10	E-business infrastructure Case:7 Innovation at Google		Presentation and Discussion
11,12	E-business strategy Case:8 Capital One creates value through e-business		Presentation and Discussion
13,14	E-Marketing Case: 9 The new Napster changes the music marketing mix		Presentation and Discussion
15,16	Supply chain as a key element of E-business Case: 10 Shell Chemicals redefines its customers’ supply chains		Lecture
17,18	E-procurement Case:11 Cambridge Consultants reduce costs through e-procurement		Lecture
19,20	E-CRM Case:12 Arena Flowers online communications		Presentation and Discussion
21,22	Change Management Case: 13 Process management: making complex business simpler		Presentation and Discussion
23,24	Customer experience in E-commerce		

## Text Book

E-Business and E-Commerce Management:Strategy, Implementation and Practice  
By David Chaffey

## Evaluation

End-term examination -40%;  
Term paper-30%;  
Case Review-15% ;  
Presentation-15%

**Rescheduling of class presentation/ assignment submission will not be entertained.**