

**NIRMA UNIVERSITY**  
**Institute of Management**  
**Master of Business Administration (Full Time) Programme/**  
**Integrated Bachelor of Business Administration-Master of Business**  
**Administration Programme/**  
**Master of Business Administration (Family Business &**  
**Entrepreneurship) Programme**

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<b>Course Code</b>	<b>MFT5SEIM06 MBM5SEIM06 MFB5SEIM01</b>
<b>Course Title</b>	<b>E-Business Management</b>

**Course Learning Outcomes (CLO):**

At the end of the course, students will be able to:

1. Compare and contrast various business models of e-Business
2. Develop understanding of socio-economic issues that impact e-business business
3. Determine the relevance of the technical infrastructure that enables the e-business environment
4. Analyze the e-Commerce strategies and its influence on overall strategy

**Syllabus Hours**

**Teaching**

<p><b>Unit I: Introduction to E-Business</b></p> <ul style="list-style-type: none"> <li>• IT as a Strategic Advantage</li> <li>• Technology Leadership</li> <li>• Enterprise application</li> <li>• E-Commerce an Introduction</li> <li>• Characteristics of Markets and Web</li> <li>• Electronic Business Management</li> <li>• Identifying E-Commerce Opportunities</li> <li>• Info Mediation and Intermediation</li> <li>• Disinter-mediation</li> <li>• E-commerce value Chains</li> </ul>	15
<p><b>Unit II: E-Business Models</b></p> <ul style="list-style-type: none"> <li>• Components of a Business Model</li> <li>• Defining E-Business Model</li> <li>• Auction Models</li> <li>• Online Consumer Commerce</li> <li>• Building Online Communities</li> <li>• Business to Business E-Commerce</li> <li>• B2B Transactions</li> <li>• E-Business Strategy</li> <li>• International E-business</li> <li>• E- Collaboration</li> </ul>	15

<ul style="list-style-type: none"><li>• E-Supply chain management</li><li>• B2G E-Commerce</li><li>• Mobile computing and commerce</li><li>• Legal and ethical Issues in e-commerce</li><li>• Social e-commerce and other Issues in e-commerce</li></ul>	
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**Suggested Readings:**

1. Laudon, K. C., & Traver, C., E-Commerce 2016: Business, Technology, Society. Pearson India Education Services Pvt. Ltd.
2. Chaffey, D., E-Business and E-Commerce Management: Strategy, Implementation and Practice. Pearson India Education Services Pvt. Ltd.

w.e.f. Academic Year 2019-20 and onwards