



**INTERNATIONAL MANAGEMENT INSTITUTE BHUBANESWAR**  
**PGDM [2014-2016]**  
**E - BUSINESS, IS602**  
**Credit (3), Session Duration: 90 minutes**  
**TERM V**

Course Outline and Session Plan

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**Introduction**

The widespread dissemination of information technology among businesses and consumers coupled with the increasing use of the internet has created a whole new way of doing business for small are large enterprises. E-business is poised for a dramatic takeoff. E-business will continue to grow, drawing larger number of enterprises that will use the technology to handle a wide variety of business tasks.

It is clear that the Internet is transforming business relationships between customers and suppliers as well as changing the competitive dynamics of the marketplaces. The Internet is not just another marketing channel or advertising medium. It does not simply speed up transactions; the changes are much more profound and go far beyond technology.

Firms need to rethink their business strategies or adopt new ones. They need to reinvent their organizations and redraw their boundaries. They need to redesign their business processes. Such business transformation is not easy and simple and raises many issues, which we tend to address as part of this course.

However, in order to figure out the answers, we need to understand why, where, and when Electronic Business is important. Electronic Business is becoming critical in eight interrelated models: Internet access providers, portals, content providers, retailers, brokers, market makers, network utility providers, and application service providers. These eight business models are neither mutually exclusive nor collectively exhaustive.

In the face of market changes, corporations can no longer be insular in nature. In order to be successful, management has to come to grips with the changes taking place in the various market spaces. In the same vein, managers cannot operate effectively without some major regauging of mindset, attitudes, skills, and knowledge.

The purpose of this course is to provide students with an overview of the following topics which pertain to electronic business.

- Technology infrastructure: Introduction to Internet technology, recent extensions, and an analytic review of WWW technology trends. Electronic payment systems and related issues pertaining to authentication, security and privacy. The objective is to provide an overview of the internet business models and enabling technologies.
- Organizational applications: Overview of electronic business applications in the retail and government sectors. These applications will illustrate consumer-business, business-business and intra-organizational electronic commerce in physical as well as digital products. The different business models underlying these e-business applications will be highlighted and discussed from both an operational and strategic perspective.
- Policy Issues: Overview of the key legal and policy issues underlying e-business. Issues such as privacy, content selection and rating will be discussed.

### **Objectives**

- understanding of internet based business models and enabling technologies
- understand how the internet is restructuring industries
- understand ways of using e-business technologies to improve intra and inter-organizational processes.
- Provide analytical tools to understand opportunities in New Economy markets.
- understanding of policy issues related to electronic commerce.
- Provide insights on how to implement strategy in the New Economy.

### **Pedagogy**

Course will be taught with the help of structured lectures, case studies, exercises and online projects.

### **Text Book**

Dave Chaffey, "E-Business and E-Commerce Management", 5<sup>th</sup> edition, Pearson Education

### **Reference Books**

1. Kenneth C Laudon and Carol Guercio Traver, "E-Commerce – Business. Technology. Society", Pearson education (Referred as Laudon)
2. Napier, Judd, River, Wagner, "Creating a Wining E-Business", Course Technology. (Referred as Napier)
3. Efraim Turban, Jae Lee, David King and Michael Chung, "Electronic Commerce – A Managerial Perspective", Pearson Education.
4. Jeffrey Rayport and Bernard Jaworski, "Introduction to e-commerce", Tata McGrawhill
5. P.T. Joseph, S.J., "E – Commerce an Indian Perspective", 4<sup>th</sup> edition, PHI

## Evaluation Criteria

Case Presentations	15%
Quiz	20%
Project	25%
End Term	40%

## Session Plan

SESSION	TOPIC	Readings
1 – 2	<p>Topic: <b>Introduction to e – business and e - commerce</b>            Objectives: introduces e – business and e – commerce and their relevance to business.</p> <ul style="list-style-type: none"> <li>• Impact of electronic communication</li> <li>• Define e-commerce and explain how it differs from e-business</li> <li>• Identify the unique features of e-commerce technology and their business significance</li> <li>• Describe the major types of e-business</li> <li>• Discuss the successes and failures of E-Businesses Identify several factors that will define the next five years of e-commerce.</li> <li>• Describe the major themes underlying the study of e-commerce</li> </ul>	<b>R:</b> Chapter 1 of Text book
3-4	<p>Topic: <b>E- Business Infrastructure</b>            Objectives: Outline the hardware and software technologies used to build e – commerce infrastructure</p> <ul style="list-style-type: none"> <li>• E- Business infrastructure components</li> <li>• Internet/Web technologies</li> <li>• Internet – access software applications</li> <li>• Internet Standards</li> <li>• Web services, SaaS and service oriented architecture (SOA)</li> <li>• Mobile Commerce</li> </ul>	<b>R:</b> Chapters 3 of text book <b>Case:</b> Innovation at Google
5-6	<p>Topic: <b>E-Business: Market Opportunity Analysis and The Customer Interface Issues &amp; Building EB Models</b>            Objectives: Identifying Market opportunities for e – business and develop a model accordingly</p> <ul style="list-style-type: none"> <li>• Overview of the market opportunity analysis framework w.r.t e-Business</li> <li>• Identify customer needs</li> <li>• Identify the specific customers a company will pursue</li> <li>• Assess advantage relative to competition</li> </ul>	<b>R:</b> Chapter 2 of text book

	<ul style="list-style-type: none"> <li>• Assess the company's resources to deliver the offering</li> <li>• Assess market readiness of technology</li> <li>• Assess opportunity attractiveness</li> <li>• Defining the value proposition</li> <li>• Articulating the online offering</li> <li>• Aligning the resource system</li> <li>• Selecting the revenue model</li> <li>• Online business models _</li> </ul>	
7-8	<p>Topic: <b>E – business Strategy</b></p> <p>Objectives: Outline appropriate strategy process model for e - business</p> <ul style="list-style-type: none"> <li>• The imperative of e – business strategy</li> <li>• Strategy process models for e – business</li> <li>• Strategic analysis</li> <li>• Strategic objectives</li> <li>• Strategy Definition</li> <li>• Strategy Implementation</li> </ul>	<p><b>R:</b> Chapter 5 of text book</p> <p><b>Case:</b> Boo hoo – learning from the largest European dot – com failure</p>
9-10	<p>Topic: <b>Promotion and Branding</b></p> <p>Objective: Promoting e – commerce business and brand building</p> <ul style="list-style-type: none"> <li>• Brand Identity</li> <li>• The Importance of brand Online</li> <li>• e-business marketing - promoting a business online</li> <li>• search engine optimization (SEO) techniques</li> <li>• Tailor the Browsing Experience to Target Segments</li> <li>• Uncover unique selling proposition</li> <li>• Building e – commerce brand</li> </ul>	<p><b>R:</b> Chapter 8 of text book</p>
11-12	<p>Topic: <b>Security &amp; Risk Management</b></p> <p>Objectives: to develop an understanding of Security and Risk Management in e - business</p> <ul style="list-style-type: none"> <li>• Understand the scope of e-business crime and security problems</li> <li>• Describe the key dimensions of e-business security</li> <li>• Identify the key security threats in the e-business environment</li> <li>• Describe how various forms of encryption technology help protect the security of messages sent over the Internet</li> <li>• Identify the tools used to establish secure Internet communications channels</li> <li>• Identify the tools used to protect networks, servers, and clients</li> </ul>	<p><b>R:</b> Chapter 11 of text book</p>

	<ul style="list-style-type: none"> <li>• The Firewall Concept</li> <li>• Defining the enterprise wide security framework</li> </ul>	
13-14	<p>Topic: <b>Supply chain management and E- procurement</b></p> <p>Objectives: Assess the potential of Information systems to support supply chain management and procurement</p> <ul style="list-style-type: none"> <li>• Using technology to support supply chain management</li> <li>• Restructuring the internet value chain</li> <li>• Supply chain management implementation</li> <li>• E procurement basics</li> <li>• Drivers of e – procurement</li> <li>• Implementing e – procurement</li> </ul>	<p><b>R:</b> Chapters 6 and 7 from text book</p> <p><b>Case:</b> RFID: Keeping track starts its move to a faster track</p>
15-16	<p>Topic: <b>E- Payment</b></p> <p>Objective:</p> <ul style="list-style-type: none"> <li>• Describe the features of traditional payment systems.</li> <li>• Discuss the current limitations of online credit card payment systems.</li> <li>• Explain the features and functionality of digital wallets.</li> <li>• Describe the features and functionality of the major types of digital payment systems in the B2C arena.</li> <li>• Describe the features and functionality of the major types of digital payment systems in the B2B arena.</li> <li>• Describe the features and functionality of electronic billing presentment and payment systems.</li> <li>• Classification of new payment systems</li> </ul>	<p><b>R:</b> Classroom lecture</p>
17	<p>Topic: <b>Business Customer relationship management</b></p> <p>Objectives: Outline different methods of acquiring and retaining customer</p> <ul style="list-style-type: none"> <li>• E – CRM basics</li> <li>• The online buying process</li> <li>• Customer acquisition management</li> <li>• Customer retention management</li> <li>• Technology solution for CRM</li> </ul>	<p><b>R:</b> Chapter 9 of text book</p>
18-19	<p>Topic: <b>E – Business service Implementation, Optimization and Change Management</b></p> <p>Objectives: Identifying the different types of change that need to be managed for e - commerce</p> <ul style="list-style-type: none"> <li>• Optimization of e – business services</li> <li>• Alternatives for acquiring e – business systems</li> <li>• Development of web – based content and services</li> </ul>	<p><b>R:</b> Chapter 10 and 12 of textbook</p> <p><b>Case:</b> Learning from Amazon’s culture of metrics</p>

	<ul style="list-style-type: none"> <li>• Testing and Changeover</li> <li>• Measuring and improving performance of e – business services</li> <li>• The challenges of e – business transformation</li> <li>• Different types of change in business</li> <li>• Planning change</li> <li>• Approaches to managing change</li> <li>• Knowledge management</li> </ul>	
20	Topic: <b>Project Presentation</b>	

## PROJECT SCHEDULE

### **Proposal [29<sup>th</sup> September (2%)]**

Students must develop a **Case Study** on one of the existing eBusiness organizations. It is absolutely essential to start working on the case study project as soon as possible. Every group is required to prepare a two page long proposal covering basic introduction about the organization. It may include the organization name and address, website address, main line of business, segment in which they operate etc. Alternatively, it can be a new business idea.

### **Second Submission [16th October (5%)]**

- Identify the unmet and/or underserved customer needs
- Identify the specific customers a company will pursue
- Assess advantage relative to competition
- Assess the company’s resources to deliver the offering
- Assess the market readiness of the technology
- Specify the opportunity in concrete terms

### **Third Submission [2nd November (5%)]**

Create a business model by:

- Defining the value proposition or value cluster for the target customer
- Defining the on-line offering
- Defining a unique, defensible resource system
- Defining a revenue model
- Define an online model

### **Final Submission [5<sup>th</sup> December (8%)]**

A Complete Case study, which must follow the following structure:

- Introduction
- Background about the organization and industry
- Market Opportunity Analysis
- Business Model including financials
- 7Cs model

- Competition
- Branding & Marketing Strategies
- Technology Issues
- Summary

**Presentation [5%]**

**Students Group for Project and Case Presentation**

**Group 1**

1. A. Ameeya Mishra
2. Chabungbam Shivaraj

**Group 2**

1. Anirudha Nandy
2. Nirban Mahanta

**Group 3**

1. Priyanka Mahapatra
2. Sambit Mahapatro

**Group 4**

1. Tushar Gupta
2. Abhisek Jaiswal

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