



INTERNATIONAL MANAGEMENT INSTITUTE BHUBANESWAR  
PGDM [2015-2017]  
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 and 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.

#### Course Objectives

- CO1: Understanding of internet based business models and enabling technologies
- CO2: Understand how the internet is restructuring industries
- CO3: Understand ways of using e-business technologies to improve intra and inter- organizational processes.
- CO4: Provide analytical tools to understand opportunities in New Economy markets.
- CO5: Understanding of policy issues related to electronic commerce.
- CO6: Provide insights on how to implement strategy in the New Economy.

#### Text Book

Kenneth C Laudon and Carol Guercio Traver, “E-Commerce – Business. Technology. Society”, 10<sup>th</sup> edition, Pearson Education

#### Reference Books

1. Dave Chaffey, “E-Business and E-Commerce Management”, 5<sup>th</sup> edition, Pearson Education (Referred as Chaffey)
2. Napier, Judd, River, Wagner, “Creating a Winning E-Business”, Course Technology. (Referred as Napier)
3. Jeffrey Rayport and Bernard Jaworski, “Introduction to e-commerce”, Tata McGrawhill

#### Evaluation Criteria

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

#### Session Plan

SESSION	TOPIC	Learning Outcomes	Readings
1 – 2	<p>Topic: Introduction to e – business and e - commerce</p> <p>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>	CO1	<p>R: Chapter 1 of Text book</p> <p>Faculty: Prof. Ramesh Behl</p>
3-4	<p>Topic: E- Business Infrastructure</p> <p>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>✓ The future Internet Infrastructure</li> <li>✓ Web services, SaaS and service oriented architecture (SOA)</li> <li>✓ Mobile Commerce</li> </ul>	CO2	<p>R: Chapters 3 of text book</p> <p>Case: Akamai Technologies: Attempting to keep supply ahead of Demand</p> <p>Faculty: Prof. Sourabh Sharma</p>
5-6	<p>Topic: E-Business: Market Opportunity Analysis and The Customer Interface Issues &amp; Building EB Models</p> <p>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> <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> </ul>	CO3	<p>R: Chapter 2 of text book</p> <p>Faculty: Prof. Ramesh Behl</p>

	<ul style="list-style-type: none"> <li>Selecting the revenue model</li> <li>Online business models</li> </ul>		
7-8	<p>Topic: Building an e- business</p> <p>Objectives: Outline appropriate strategy process model for e - business</p> <ul style="list-style-type: none"> <li>Imagine your E-commerce presence</li> <li>Building an E-Commerce presence: A systematic Approach.</li> <li>Choosing Software and Hardware</li> <li>Tools for Interactivity and active contents</li> <li>Planning and building a Mobile Web Presence</li> </ul>	CO1	<p>R: Chapter 4 of text book</p> <p>Case: Orbitz Charts Its Mobile Trajectory</p> <p>Faculty: Prof. Sourabh Sharma</p>
9-10	<p>Topic: Promotion and Branding</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>	CO3	<p>R: Chapter 6 and 7 of text book</p> <p>Faculty: Prof. Ramesh Behl</p>
11-12	<p>Topic: Security &amp; Risk Management</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> <li>The Firewall Concept</li> <li>Defining the enterprise wide security framework</li> </ul>	CO5	<p>R: Chapter 05 of text book</p> <p>Faculty: Prof. Sourabh Sharma</p>
13-14	<p>Topic: Supply chain management and E- procurement</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> </ul>	CO5	<p>R: Chapters 12 from text book</p> <p>Case: Elemica: Cooperation, Collaboration, and Community</p> <p>Faculty: Prof. Sourabh Sharma</p>

	<ul style="list-style-type: none"> <li>• Trends in Supply Chain Management and collaborative Commerce</li> <li>• E procurement basics</li> <li>• Drivers of e – procurement</li> <li>• Implementing e – procurement</li> </ul>		
15-16	<p>Topic: E- Payment</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>	CO5	<p>R: Chapter 05 of text book, Classroom lecture</p> <p>Case: Online Payment Marketplace: Goat Rodeo</p> <p>Faculty: Prof. Sourabh Sharma</p>
17-18	<p>Topic: E – Business service Implementation, Optimization and Change Management</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> <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>	CO6	<p>R: Chapter 10 and 12 of Ref. Book of Chaffey</p> <p>Case: Learning from Amazon’s culture of metrics</p> <p>Faculty: Prof. Ramesh Behl</p>
19-20	Topic: Project Presentation		Faculty: Prof. Ramesh Behl & Prof. Sourabh Sharma

Pedagogy

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

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 [17<sup>th</sup> 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 [2<sup>nd</sup> 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 Case Presentation

#### Group 1

1. Alaparthi Shivaji
2. Ashutosh Choudhury
3. Soumya Mukherjee

#### Group 2

1. Ayan Maity
2. Deepanjan Dutta
3. Vrinda Beriwalla

#### Group 3

1. Nikhil Kumar Pradhan
2. Pritam Dilip Kothari

#### Group 4

1. Raghav Arora
2. Shuchi Srivastav

#### Group 5

1. Debasish Giri
2. Ankit Yadav

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