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.

The aim of this course is also to showcase the opportunities that exist today to leverage the power of the Web and social media; to develop students' expertise in assessing web marketing initiatives, evaluating web optimization efforts, and measuring user experience; and to equip students with skills to collect, analyze and derive actionable insights from web clickstream, social media chatter, usability testing and experiments. A key feature of this course is the use of hands-on software tools for analyzing web and social media interactions. This course addresses the need of executives to get acquainted with the important concepts and applications of web and social media analytics. The course would help the participants to understand the relevance of the same in business decision making.

Learning Outcomes: The course will enable students to:

- understanding of internet-based business models and enabling technologies (LO1)
- understand ways of using e-business technologies to improve intra and inter-organizational processes (LO2)
- understanding of policy issues related to electronic commerce (LO3)

- Understand social media, web and social media analytics, and their potential impact (LO4)
- Determine how to Leverage social media for better services and Understand usability metrics, web and social media metrics with the help of Google analytics (LO5)
- Use various data sources and collect data relating to the metrics (LO6)
- Identify key performance indicators for a given goal, identify data relating to the metrics and key performance indicators (LO7)

Pedagogy

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

Course Reading Material

Recommended Books

- Kenneth C Laudon and Carol Guercio Traver, "E-Commerce – Business. Technology. Society", 13th edition, Pearson Education (RB1)
- Brian Clifton, Advanced Web Metrics with Google Analytics, John Wiley & Sons; 3rd Edition edition (RB2)

Reference Books
- Dave Chaffey, "E-Buisiness and E-Commerce Management", 5th edition, Pearson Education (Referred as Chaffey)
- Napier, Judd, River, Wagner,"Creating a Wining E-Business", Course Technology. (Referred as Napier)
- Efraim Turban, Jae Lee, David King and Michael Chung, "Electronic Commerce – A Managerial Perspective", Pearson Education.
- Jeffrey Rayport and Bernard Jaworski, "Introduction to e-commerce", Tata McGrawhill

Evaluation Criteria

Evaluation Component	Learning Outcomes	Weightage (%)
Case	LO2, LO3, LO4, LO6	15
Quizzes	LO1, LO2, LO4, LO5	20
Assignment	LO7	15
End-Term Exam	LO1, LO2, LO3, LO4, LO5, LO6, LO7	50
Total		**100**

Session Plan

SESSION	TOPIC	Learning Outcomes	Readings
1 – 2	Topic: **Introduction to e – business and e - commerce** • Define e-commerce and explain how it differs from e-business • Identify the unique features of e-commerce technology and their business significance	LO1	**R:** Chapter 1 of RB1

	• Describe the major types of e-business • Describe the major themes underlying the study of e-commerce		
3-5	Topic: **E- Business Infrastructure** • E- Business infrastructure components • Internet/Web technologies • Internet – access software applications • Internet Standards • The future Internet Infrastructure • Web services, SaaS and service oriented architecture (SOA) • Mobile Commerce	LO2	**R:** Chapters 2 of RB1 **Case:** MusicJuice.net: The Challenges of Starting Up a New Internet Venture
6-8	Topic: **Building an e-commerce presence** • Imagine your e-business presence • Building an e-business presence: A systematic Approach • Choosing Software & Hardware • Choosing Hardware • Tools for Interactivity and active contents • Planning and building a Mobile Web Presence	LO2	**R:** Chapter 3 of RB1
09-12	Topic: **Promotion and Branding** • Brand Identity • The Importance of brand Online • e-business marketing - promoting a business online • Search engine optimization (SEO) techniques • Tailor the Browsing Experience to Target Segments • Search engine marketing • Promotion on Social media platforms • Building e – commerce brand	LO3	**R:** Chapter 6 and 7 of RB1 **Case:** DesiFirangi.com: Building a Niche E-commerce Portal
13-14	Topic: **Security & Risk Management** • Understand the scope of e-business crime and security problems • Describe the key dimensions of e-business security • Identify the key security threats in the e-business environment • Describe how various forms of encryption technology help	**LO3**	**R:** Chapter 04 of RB1 **Case:** HDFC Bank - Securing Online Banking

	protect the security of messages sent over the Internet • Identify the tools used to establish secure Internet communications channels • Identify the tools used to protect networks, servers, and clients • The Firewall Concept • Defining the enterprise wide security framework		RB2
15	Topic: **E- Payment** • Describe the features of traditional payment systems. • Discuss the current limitations of online credit card payment systems. • Explain the features and functionality of digital wallets. • Describe the features and functionality of the major types of digital payment systems in the B2C arena. • Describe the features and functionality of the major types of digital payment systems in the B2B arena. • Describe the features and functionality of electronic billing presentment and payment systems. • Classification of new payment systems	LO3	**R:** Chapter 05 of RB1 **Case:** Online Payment Marketplace: Goat Rodeo
16 – 17	Topic: **Introduction to Analytics** • Basics of Analytics • Is analysis worth the effort? • What is web analytics?	LO4	Chapter 1 of RB2

18	Topic: **Google Analytics**
	• Getting started with Google Analytics
	  - How Google Analytics works
	  - Accounts, profiles, and users
	• Navigating Google Analytics
	• Basic Metrics
	• Main Sections of Google Analytics reports
		LO5	Chapter 3 of RB2

19-20	Topic: **The main sections of Google Analytics reports** • Traffic Sources • Direct, referring, and search traffic	LO6	Chapter 3, 4 and 5 of RB2 **Case:** Ultrabrand's Journey to a Smarter

	• Campaigns • AdWords, Adsense		Web Analytics Product Offering
21 -22	Topic: **Content Performance Analysis** • Pages and Landing Pages • Event Tracking and AdSense Site Search **Visitors Analysis** • Unique visitors • Geographic and language information • Technical reports Benchmarking	LO7	Chapter 5 and 10 of RB2
23-24	Topic: **Social media analytics** • Facebook insights • Twitter analytics • Youtube analytics Social Ad analytics /ROI measurement	LO4	Chapter 7 of RB2 **Case:** Social Media Analytics for Enterprises: Typology, Methods, and Processes
25 -26	Topic: **Goals & Ecommerce Tracking** • Setting up goals • Goal reports Ecommerce tracking	LO7	Chapter 8 of RB2
27-28	Topic: **Actionable Insights and the Big Picture** • Finding actionable insights • Getting the organization involved • Creating a data-driven culture • Resources • Common mistakes analysts make Additional Web analytics tools	LO7	Chapter 10 of RB2
29-30	Topic: **Social CRM & Analysis** • Radian6 • Sentiment analysis • Workflow management Text analytics	LO7	Chapter 12 of RB2

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