

## Course: MYE208 – E-Commerce

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### Course Description

This course is aimed at providing the student with an in-depth understanding of the still emerging field of E-Commerce. By the end of the course, the student will be able to understand the various elements that are fundamental for a successful E-Commerce enterprise and develop a business plan for developing one such E-Commerce site. Topics covered include:

- overview of the E-Commerce landscape in India and the world
- Component of a basic E-Commerce business
- E-Commerce business models
- E-commerce and E-Business
- Technical fundamentals required for E-Commerce
- E-Commerce marketing concepts and communications
- Security and Payment systems,.
- Role of Social Networks
- B2B E-Commerce
- mCommerce – mobile E-Commerce
- Ethical and other issues involved in E-Commerce

The load of the course is distributed between the class room sessions, case studies and real world project work. The course undertakes a participative workshop approach, and learning is facilitated through participative discussions.

### Learning outcomes

Upon completing the course, the participants will be able to:

- i. Gain a comprehensive understanding of the E-Commerce landscape, current and emerging business models, and the technology and infrastructure underpinnings of the business.
- ii. Leverage the E-Commerce platforms to enhance current business or incubate new businesses.
- iii. Gain an understanding on how innovative use of the E-Commerce can help developing competitive advantage.
- iv. Develop an understanding on how internet can help business grow
- v. Gain an understanding on the importance of security, privacy, and ethical issues as they relate to E-Commerce.

## Course Materials

Most of the course material will be provided in the form of presentations, papers, reports & case studies. In addition students are encouraged to refer to the following books available in the library as required:

Sl. No	Books	Author
1	The major text used for the course is E-Commerce 2013 – by K.C. Laudon and C.G. Traver	Parts of the book are available free online at various sites. Online edition may be purchased from Amazon.com

### Additional Course Material:

- The course will be supplemented with cases from Global and Indian media to be provided before each class

## Course Content–Tentative Lecture Schedule

Session	Topics Covered	Details
1	Introduction - I	<ul style="list-style-type: none"> <li>• Course objectives</li> <li>• course parameters</li> <li>• overview of the E-Commerce scenario in India</li> </ul>
<b>READINGS and ACTIVITIES</b>  ACTIVITY: Explore one the well known E-Commerce sites in detail		

Session	Topics Covered	Details
2	Introduction - II	<ul style="list-style-type: none"> <li>• A bit of history</li> <li>• Characteristics and types of E-Commerce</li> <li>• Technology, business and social aspects of E-Commerce</li> </ul>
<b>READINGS and ACTIVITIES</b>  ACTIVITY: Study the series of articles provided		

Session	Topics Covered	Details
3	E-Commerce Business models.	<ul style="list-style-type: none"> <li>• B2C, B2B, C2C, etc</li> <li>• Sub categories – e-Retail, Content Provider, e-Marketplace, etc</li> </ul>
<p>READINGS and ACTIVITIES</p> <p>ACTIVITY: Identify and visit an example of each type of E-Commerce site</p>		

Session	Topics Covered	Details
4	Disintermediation v/s Aggregation	<ul style="list-style-type: none"> <li>• Disintermediation model (Amazon)</li> <li>• Aggregation model (Uber, Ola)</li> </ul>
<p>READINGS and ACTIVITIES</p> <p>ACTIVITY: Compare Uber and Ola</p>		

Session	Topics Covered	Details
5	E-Commerce Infrastructure	<ul style="list-style-type: none"> <li>• Internet and the Web</li> <li>• Cloud Services (IaaS), PaaS, SaaS)</li> </ul>
<p>READINGS and ACTIVITIES</p> <p>ACTIVITY: Compare AWS and Azure</p>		

Session	Topics Covered	Details
6	E-Commerce Infrastructure	<ul style="list-style-type: none"> <li>• Mobile E-Commerce</li> <li>• Apps</li> </ul>
<p>READINGS and ACTIVITIES</p> <p>ACTIVITY: Make a list of Apps on your Smartphone</p>		

Session	Topics Covered	Topic
7	Building an E-Commerce presence	<ul style="list-style-type: none"> <li>• Development,</li> <li>• Implementation and</li> <li>• Maintenance</li> </ul>

READINGS and ACTIVITIES

ACTIVITY:

Session	Topics Covered	Topic
8	Quiz - I	<ul style="list-style-type: none"> <li>• Basic Concepts of E-Commerce Security</li> <li>• Privacy issues</li> </ul>
	E-Commerce Security	

READINGS and ACTIVITIES

ACTIVITY: Case Study: The Sony hacking incident

Session	Topics Covered	Details
9	E-Commerce Security (Cont'd)	<ul style="list-style-type: none"> <li>• Identity theft/Phishing</li> <li>• DOS attacks</li> <li>• Malware</li> <li>• BOT attacks</li> </ul>

READINGS and ACTIVITIES

ACTIVITY: Identity the top Stored value systems in India

Session	Topics Covered	Details
10	E-Commerce Payment Systems	<ul style="list-style-type: none"> <li>• Card based payment systems</li> <li>• Payment gateway/ePayment</li> <li>• Online transfers, Stored Value systems</li> <li>• Crypto currencies</li> </ul>

READINGS and ACTIVITIES

READING: Case studies as suggested

Session	Topics Covered	Details
11	E-Commerce Marketing Concepts - I	<ul style="list-style-type: none"> <li>• Traditional marketing channels</li> <li>• Digital channels</li> <li>• Social media channels</li> </ul>

READINGS and ACTIVITIES

READING: Case studies as suggested

Session	Topics Covered	Details
12	E-Commerce Marketing Concepts - II	<ul style="list-style-type: none"> <li>• Locational marketing channels</li> <li>• Long-tail marketing</li> </ul>
READINGS and ACTIVITIES  READING: Case studies as suggested		

Session	Topics Covered	Details
13	Mobile Commerce/M-Commerce	<ul style="list-style-type: none"> <li>• Overview of market</li> <li>• Leveraging Apps</li> </ul>
READINGS and ACTIVITIES		

Session	Topics Covered	Details
14	Quiz - II	
READINGS and ACTIVITIES		

Session	Topics Covered	Details
15	E-Commerce – Online Retailing	
READINGS and ACTIVITIES		

Session	Topics Covered	Details
16	E-Commerce – Services	<ul style="list-style-type: none"> <li>• Online services – classifieds, matrimonial, etc</li> <li>• Financial services</li> <li>• Content/Streaming services</li> </ul>
READINGS and ACTIVITIES  Case Study: Netflix		

Session	Topics Covered	Details
17	E-Commerce – B2B & Supply Chain Management	<ul style="list-style-type: none"> <li>• E-Procurement</li> <li>• E-Marketplaces/Reverse auctions/Consortia</li> <li>• E-Business</li> <li>• Supply Chain and integration with ERP</li> </ul>
<b>READINGS and ACTIVITIES</b> Case Study: Exostar, Covisint		

Session	Topics Covered	Details
18	E-Commerce - other issues	<ul style="list-style-type: none"> <li>• Fulfillment</li> <li>• logistics</li> <li>• Maintenance</li> <li>• Customer loyalty management</li> </ul>
<b>READINGS and ACTIVITIES</b>		

Session	Topics Covered	Details
19	E-Commerce - other issues	<ul style="list-style-type: none"> <li>• E-Commerce – Ethical, Social and Legal Issues</li> </ul>
<b>READINGS and ACTIVITIES</b>		

Session	Topics Covered	Details
20	Final Exam	<ul style="list-style-type: none"> <li>• Closed book written exam for 2 hours</li> </ul>
<b>READINGS and ACTIVITIES: Complete course material</b>		

## Teaching Method

The course will be taught using a combination of learning methods namely class discussions, case studies and presentations/guest lectures. Students are required to read and analyze the case studies thoroughly before coming to class. It is also expected that the students will revise course material that is covered in the previous lecture before coming to class. Students are strongly advised to attend all classes.

## Software Tools

Please use tools such as PowerPoint for presentations.

For technical drawings such as IT Architecture, use of tools such as Visio or Pencil is encouraged.

## Assignments and evaluation

Performance of students will be assessed throughout the course. The final grade will be arrived at according to the following contributions of elements of assessment:

Elements of PerformanceAssessment	Basis of Assessment	Contribution to FinalGrade
1. 2 In-class quizzes	Individual	30%
2. ProjectReport+Presentation	Group	20%
3. Final Examination	Individual	40%
4. Class Diary	Individual	10%

### 1.In-class quizzes(15% each)

There will be two in-class quizzes of 30 minute duration Each quiz will include 30 multi-choice questions (0.5 points each).

### 2.Project Report and Presentation (20%)

Students will be expected to work in groups on developing an IT plan applying learning from the course. Details of the project will be discussed during the course.

### 3.Final Examination (40%)

The final examination will be conducted at the end of the course The date for the final exam will be announced in the class.

Bonus: A bonus of up to 10% may be assigned based on productive class participation.

The Quizzes are aimed at evaluating the student's understanding of the basic concepts.

The class project and the final exam are aimed at evaluating how well the student/s can put together the concepts and aspects of Information Systems into a comprehensive solution.

Class Diary:

The class diary is intended to help the students crystallize the learning of each session into key mnemonic concepts and also help as a ready refresher before preparing for placement interviews and so on.

Each student, at the end of the day, is expected to write in a table the three most important concepts, ideas, components etc, learned in that day's sessions. The final diary will need to be submitted on the day of the exam. The diary will be evaluated for completeness and comprehensiveness.

NOTE:

The diary is NOT a copy of your class notes and jottings. It is a summary of what you understand in the class

captured as three key points. Straight submissions of class notes will be graded at 0 (zero).

## Grading system

Grade	A+	A	A-	B+	B	C+	C	D	F
%	90+	89-86	85-81	80-76	75-71	70-66	65-61	60-50	<50

## Course Etiquette:

Details will be discussed in first session.

1. Academic Integrity: A no-tolerance policy will be implemented:
  1. All material taken from the internet and other sources must be referenced diligently in your reports, etc. A failure to do so may result in a downgrade of up to one letter grade.
  2. Any cheating or collaboration during the exams may result in a downgrade of up to two letter grades or an F grade.
2. Common courtesies expected include maintaining silence except for class participation, avoiding cross talk, and avoiding usage of mobiles and laptops.
3. A penalty of -1 mark will be applied if submissions whether on paper or an electronic file do not include the submitter's name as part of the file name or on the first page.
4. Grace period to enter the class – 10 minutes – however you can walk out after marking attendance
5. Dress code – same as MYRA dress code