

University of Mumbai



No. AAMS UGS/ICC/2024-25/113

CIRCULAR:-

Attention of the Principals of the Affiliated Colleges, Directors of the Recognized Institutions and the Head, University Departments is invited to this office circular No. AAMS_UGS/ICC/2023-24/23 dated 08th September, 2023 relating to the NEP UG & PG Syllabus.

They are hereby informed that the recommendations made by the **Board of Studies in Commerce** at its meeting held on 04th July, 2024 and subsequently passed by the Board of Deans at its meeting held on 10th July, 2024 vide item No.7.4 (N) have been accepted by the Academic Council at its meeting held on 12th July, 2024 vide item No.7.4 (N) and that in accordance therewith **syllabus** for the **M.Com (E-Commerce) (Sem. III & IV)** is introduced as per appendix (NEP 2020) with effect from the academic year 2024-25.

(The circular is available on the University's website www.mu.ac.in).

MUMBAI – 400 032

22nd August, 2024

To

(Prof.(Dr) Baliram Gaikwad)
I/c Registrar

The Principals of the Affiliated Colleges, Directors of the Recognized Institutions and the Head, University Department.

A.C/7.4(N)/12/07/2024

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans.
- 2) The Dean, Faculty of Commerce & Management.
- 3) The Chairman, **Board of Studies in Commerce**
- 4) The Director, Board of Examinations and Evaluation.
- 5) The Director, Board of Students Development.
- 6) The Director, Department of Information & Communication Technology.
- 7) The Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanaagari.
- 8) The Deputy Registrar, Admissions, Enrolment, Eligibility & Migration Department (AEM).

Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
11	The Deputy Registrar, College Teachers Approval Unit (CTA), concolsection@gmail.com
12	The Deputy Registrars, Finance & Accounts Section, fort draccounts@fort.mu.ac.in
13	The Deputy Registrar, Election Section, Fort drelection@election.mu.ac.in
14	The Assistant Registrar, Administrative Sub-Campus Thane, thanesubcampus@mu.ac.in
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, ar.seask@mu.ac.in
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentre@gmail.com

Copy for information :-	
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3	P.A to Registrar, registrar@fort.mu.ac.in
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

1	The Chairman, Board of Deans
2	The Dean, Faculty of Humanities,
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in@gmail.com DSW directr@dsw.mu.ac.in
6	The Director, Department of Information & Communication Technology,
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8	The Co-ordinator, MKCL sfc@mu.ac.in dumumbai@mkcl.org

As Per NEP 2020

University of Mumbai



Title of the program
M.Com. (E-Commerce)

Syllabus for

Semester-Sem.-III & IV

**Ref: GR dated 16th May, 2023 for Credit Structure
of P G**

(With effect from the academic year 2024-25)

University of Mumbai



(As per NEP 2020)

Sr. No.	Heading	Particulars	
1	Title of program O: _____ B	B	M.Com. (E-Commerce)
2	Duration of program R: _____	B	2 Year
3	Intake Capacity R: _____	80	
4	Scheme of Examination R: _____	50% Internal 50% External, Semester End Examination Individual Passing in Internal and External Examination	
5	Standards of Passing R: _____	40%	
6	Credit Structure R: _____	Attached herewith	
7	Semesters	Sem. III	
8	Program Academic Level	6.5	
9	Pattern	Semester	
10	Status	New	
11	To be implemented from Academic Year	2024-25	

Sd/-
Sign of the BOS
Prin. Kishori Bhagat
Chairman Board of
Studies: Commerce

Sd/-
Sign of the
Offg. Associate Dean
Prof. Kavita Laghate
Faculty of Commerce &
Management

Sd/-
Sign of the
Offg. Associate Dean
Prin. Kishori Bhagat
Faculty of Commerce
& Management

Sd/-
Sign of the
Offg. Dean
Dr Ravindra
Bambardekar
Faculty of
Commerce &
Management

Preamble

1) Introduction

The Syllabus for M. Com (E-Commerce) covers two academic years consisting of four semesters and this curriculum is prepared to give sound knowledge and understanding of E-Commerce to undergraduate students. The goal of the syllabus is to make the study of E-Commerce sector stimulating, relevant and interesting. The syllabus has been prepared in a participatory manner, after discussions with several faculty members in the subject and after referring the existing syllabi. Ecommerce is a field that has shown rapid growth in the past decade and will continue to do so soon. Our Master's degree in commerce provides the best platform to obtain mid to senior-level positions in the industry. Our Ecommerce course is tailored for working professionals and is highly flexible. In recent years India has experienced a boom in internet and smartphone penetration. The number of internet connections in 2021 increased significantly to 830 million, driven by the 'Digital India' programme. Out of the total internet connections, 55% of connections were in urban areas, of which 97% of connections were wireless. The smartphone base has also increased significantly and is expected to reach 1 billion by 2026. This has helped India's digital sector and it is expected to reach US\$ 1 trillion by 2030. This rapid rise in internet users and smartphone penetration coupled with rising incomes has assisted the growth of India's e-commerce sector. India's e-commerce sector has transformed the way business is done in India and has opened various segments of commerce ranging from business-to-business (B2B), direct-to-consumer (D2C), consumer-to-consumer (C2C) and consumer-to-business (C2B). Major segments such as D2C and B2B have experienced immense growth in recent years.

2) Aims and Objectives:

1. To introduce the students to various aspects of e-commerce applied in business.
2. To integrate professional skills in their learning through hands on experience to enhance the scope of employment and entrepreneurship.
3. To equip students and keep them updated on the changes and emerging trends in e- Commerce.
4. To give insights and specific learning for building confidence towards venturing into startups and emerge successful.

3) Learning Outcomes

- Impart the students with higher level knowledge and understanding of contemporary trends in e-commerce and business finance.
- To provide adequate knowledge and understanding about E-Commerce practices to the students.
- Learners will be able to recognize features and roles of businessmen, entrepreneur, managers, consultant, which will help learners to possess

knowledge and other soft skills and to react aptly when confronted with critical decision making.

- Familiarize learners about various ICT tools which shall help the business & E-business to grow.

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4) Any other Point

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Exit option: PG Diploma (44 Credits after Three Year UG Degree)									
<u>R.CP-20B</u>									
II	6.5	Sem III	E-service Management 4 Credits Technology Tools for E-Commerce 4 Credits Web Development 4 Credits Mobile Commerce and Safety Management 2 Credits	Credits 4 Electronic Data Interchange OR E-Commerce and Multi Media OR E-Banking			4	22	PG Degree After 3-Yr. UG
		Sem IV	Enterprise Resource Planning 4 Credits E-Marketing Management 4 Credits Social Media Marketing	Credits 4 Digital Media: Issues and Concerns E-Learning OR E-Commerce Customer Service and Issues E-Retailing			6	22	
Cum. Cr. For 1 Yr PG Degree			20	8			10	44	
Cum. Cr. For 2 Yr PG Degree			54	16	4	4	10	88	

Note:- *The number of courses can vary for totaling 14 Credits for Major Mandatory Courses in a semester as illustrated

SEMESTER III

*University of
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Mandatory-1

Programme Name: M. Com (E-Commerce)

SEMESTERIII: CourseName:1. E-Service Management

TotalCredits:04

TotalMarks:100

Universityassessment:50

CollegeAssessment:50

Pre-requisite:

Course out comes:

- C1. Develop a comprehensive understanding of e-service definitions, frameworks, and their role in modern business environments.
- C2. Learn to design and implement effective e-service strategies that align with organizational goals and customer needs.
- C3. Gain proficiency in utilizing various technologies and platforms essential for delivering high-quality e-services.
- C4. Acquire skills to manage and enhance customer relationships through e-service channels, focusing on customer satisfaction and retention.

MODULEI:

Unit1:Introduction to E-Service Management

- A. E-Services:** Concept and Scope, Definition and scope of e-services, Importance and benefits of e-services, Historical development and evolution E-Service Frameworks and Models; B2B, B2C, C2C, and G2C e-services, E-commerce, e-banking, e-government, and e-health services, Emerging e-service sectors.
- B. Technology and Infrastructure for E-Services:** Internet Technologies and Protocols, Overview of internet technologies and their role in e-services, Key internet protocols (HTTP, HTTPS, FTP, etc.). Web services and APIs, Infrastructure for E-Services, Cloud computing and its impact on e-services, Mobile technologies and m-services, Security, and privacy in e-services.

Unit 2: E-Service Strategy and Design

- A. Strategic Planning for E-Services:** Developing e-service strategies: Aligning e-service strategies with business goals, Competitive analysis, and benchmarking.
- B. Service Design Principles:** Service design methodologies, User experience (UX) and user interface (UI) design for e-services, Tools and techniques for prototyping and testing.

MODULEII:

Unit 3: Legal, Ethical, Social Issues in E-Service Management and Digital Marketing Strategies

- A. Legal and Regulatory Considerations:** Key legal issues in e-service management, Data protection and privacy laws (e.g., GDPR), Compliance requirements and best practice, Ethical issues in e-service delivery, social implications of e-services, Global perspectives on e-service management.
- B. Digital Marketing Strategies:** Online marketing channels and techniques, Search engine optimization (SEO) and search engine marketing (SEM), Social media marketing and content marketing, CRM systems and their role in e-services

Unit 4: Future Trends and Challenges in E-Service Management

- A. Emerging Trends:** Overview of emerging trends in e-service management, Case studies on innovative e-service solutions.
- B. Challenges and Opportunities:** Identifying and addressing challenges in e-service management, Opportunities for growth and innovation, Preparing for future developments in the field.

Reference:

1. Rust, Roland T., and P.K. Kannan. E-Service: New Directions in Theory and Practice. Routledge, 2002.
2. Khosrow-Pour, Mehdi. Electronic Services: Concepts, Methodologies, Tools, and Applications. IGI Global, 2009.
3. Mariga, Julie R.. Managing E-commerce and Mobile Computing Technologies. IGI Global, 2003.
4. Schneider, Gary. Electronic Commerce. Cengage Learning, 2017.
5. Chaffey, Dave. Digital Business and E-Commerce Management. Pearson Education, 2015.

SEMESTER III

Mandatory 2

Programme Name: M. Com(E-Commerce)

SEMESTERIII: CourseName:2. Technology Tools for E- Commerce

TotalCredits:04

TotalMarks:100

Universityassessment:50

CollegeAssessment: 50

Pre-requisite:

Course out comes:

- C1. Understand the latest advanced technologies used in e-commerce.
- C2. Learn about emerging trends and innovations in e-commerce technology.
- C3. Gain knowledge of advanced e-commerce platforms and their features.
- C4. Explore the application of artificial intelligence and machine learning in e-commerce.

MODULEI:

Unit 1: Advanced E-Commerce Technologies

A. Technological Foundations: Key technologies in e-commerce (e.g., web servers, databases), Role of cloud computing in e-commerce, Service-oriented architecture (SOA) and microservices.

B. Emerging Technologies: Block chain technology and its impact on e-commerce, Internet of Things (IoT) in e-commerce, 5G and its implications for e-commerce, Comparison of major e-commerce platforms (Shopify, Magento, WooCommerce, etc.) Setting up and configuring an e-commerce platform, integrating third-party services and plugins, Managing platform performance and uptime.

Unit 2: Artificial Intelligence and Machine Learning in E-Commerce

A. AI and ML Concepts: Overview of AI and ML technologies, Natural language processing (NLP) and chatbots, Image recognition and recommendation systems. Practical Applications: Personalization and customer segmentation using AI, AI-driven inventory management and logistics, Implementing machine learning models in e-commerce.

B. Big Data and Analytics: Introduction to big data technologies (Hadoop, Spark, etc.). Data warehousing and data lakes, Real-time data processing and analytics, Analytics in Decision-Making, Customer analytics and behavior tracking, Sales and marketing analytics, Predictive analytics, and trend forecasting.

MODULE II:

Unit 3: Advanced Payment Systems

- A. Payment Gateways:** Overview of online payment systems and gateways, Integration of payment gateways into e-commerce platforms, Cryptocurrencies and digital wallets, Secure Socket Layer (SSL) and Transport Layer Security (TLS), PCI DSS compliance, Fraud detection and prevention.
- B. E-Commerce Security:** Common security threats in e-commerce, Identifying and mitigating vulnerabilities, Role of encryption and authentication, multi-factor authentication (MFA), Security Information and Event Management (SIEM), Regular security audits and compliance checks.

Unit 4: Mobile Commerce Solutions

- A. Mobile Commerce Trends:** Importance of mobile commerce, Mobile shopping apps vs. mobile-optimized websites, Mobile payment solutions, Development and Optimization, developing responsive e-commerce websites, Mobile app development frameworks, Optimizing mobile user experience (UX)
- B. Future Trends and Challenges:** Emerging Trends, Augmented reality (AR) and virtual reality (VR) in e-commerce, Voice commerce and smart assistants, Sustainable and ethical e-commerce practices, addressing cybersecurity challenges, managing technological advancements and their implications, Strategies for innovation and staying competitive.

References:

1. "E-Commerce 2019: Business, Technology, and Society" by Kenneth C. Laudon and Carol Guercio Traver
2. "Electronic Commerce 2018: A Managerial and Social Networks Perspective" by Efraim Turban, Jon Outland, David King, Jae Kyu Lee, Ting-Peng Liang, and Deborrah C. Turban
3. "Introduction to Information Systems: Enabling and Transforming Business" by R. Kelly Rainer and Brad Prince
4. "Artificial Intelligence for Marketing: Practical Applications" by Jim Sterne
5. "Big Data in Practice" by Bernard Marr

SEMESTER III

Mandatory 3

Programme Name: M. Com(E-Commerce)

SEMESTERIII: CourseName:3. Web Development

TotalCredits:04

Universityassessment:50

TotalMarks:100

CollegeAssessment:50

Pre-requisite:

Course out comes:

- C1. Master foundational web development technologies and concepts.
- C2. Develop and maintain dynamic and interactive websites.
- C3. Understand and apply best practices in web design and user experience.
- C4. Work with databases and server-side technologies to manage data.

MODULEI:

Unit 1: Fundamentals of Web Development

- A) Introduction to Web Development:** Overview of the World Wide Web, Basics of HTML, CSS, and JavaScript, Web standards and best practices, HTML5: Structure and semantics, CSS3: Styling and layout techniques, Responsive design with media queries.
- B) Client-Side Scripting:** JavaScript syntax and DOM manipulation, Event handling and form validation, ES6 features and modern JavaScript, Introduction to React, Angular, or Vue.js, State management and component-based architecture, Building single-page applications (SPAs).

Unit 2: Server-Side Development

- A) Server-Side Languages:** Overview of server-side programming, Introduction to Node.js, PHP, or Python, Building RESTful APIs, Express.js (for Node.js) or Django (for Python), Routing, middleware, and templating, Handling requests and responses.

B) Databases and Data Management: Introduction to SQL and relational database concepts, Designing and normalizing databases, Performing CRUD operations, NoSQL Databases, Introduction to NoSQL databases (e.g., MongoDB), Document-based data modeling, Integrating NoSQL databases with web applications.

MODULE II:

Unit 3: Web Security

- A. Common Security Threats:** Understanding SQL injection, XSS, CSRF, etc., Identifying, and mitigating vulnerabilities, Secure coding practices, Security Best Practices, Implementing HTTPS and SSL/TLS, Authentication and authorization mechanisms, Data encryption and secure storage.
- B. Modern Development Tools and Workflows:** Basic Git commands and workflows, Branching, merging, and pull requests, Collaborative development with GitHub or GitLab, Introduction to Webpack, Gulp, and Grunt, automating build processes, Optimizing, and minifying assets.

Unit 4: Deployment and Hosting

- A. Web Server Configuration:** Setting up and managing web servers (e.g., Apache, Nginx) Domain name registration and DNS configuration, Server-side rendering, and static site generation, deploying applications to cloud platforms (AWS, Azure, Heroku), Continuous integration and continuous deployment (CI/CD), Monitoring and scaling web applications.
- B. Working with APIs:** Fetching data from third-party APIs, handling asynchronous requests and promises, Integrating APIs with front-end frameworks, Designing RESTful APIs, Implementing CRUD operations with APIs, Securing and documenting APIs

References:

1. "HTML and CSS: Design and Build Websites" by Jon Duckett
2. "JavaScript and JQuery: Interactive Front-End Web Development" by Jon Duckett
3. "Eloquent JavaScript" by MarijnHaverbeke
4. "Learning React: Modern Patterns for Developing React Apps" by Alex Banks and Eve Porcello
5. "Node.js Design Patterns" by Mario Casciaro and Luciano Mammino
6. "SQL & NoSQL Databases: Models, Languages, Consistency Options and Architectures for Big Data Management" by Andreas Meier and Michael Kaufmann

SEMESTER III

Mandatory 4 Programme Name: M. Com (E-Commerce)

CourseName:4. Mobile Commerce and Safety Management

TotalCredits:02

UniversityAssessment:25

TotalMarks:50

CollegeAssessment:25

Prerequisite:

Course out comes:

- C1. Understand the fundamentals of mobile commerce and its applications.
- C2. Analyze the different mobile payment systems and their functionalities.
- C3. Evaluate the security threats associated with mobile commerce.
- C4. Implement strategies for managing and mitigating security risks in mobile transactions.

MODULEI:

Unit 1: Introduction to Mobile Commerce

- A) Overview of mobile commerce, Historical development and growth, Key drivers and trends, Mobile retail, and shopping, Mobile banking and financial services, Mobile entertainment, and media.
- B) Types of mobile payment systems, Technologies behind mobile payments, Strategies for mobile marketing, Mobile advertising formats and platforms, Consumer behavior in mobile environments.

Unit 2: Introduction to Mobile Commerce

- A) Mobile networks and communication protocols, Mobile applications and development frameworks, Emerging technologies in mobile commerce, Overview of mobile security threats, Types of attacks (e.g., phishing, malware, man-in-the-middle).
- B) Risk assessment and analysis, Strategies for risk mitigation, Compliance, and regulatory considerations, IoT and mobile commerce, Blockchain and its impact on mobile payments, Predictive analytics, and security.

References:

1. Mobile Commerce: Technology, Theory, and Applications" by Nansi Shi
2. Mobile Commerce: Fundamentals and Applications by Efraim Turban, Jae K. Lee, David King, Ting-Peng Liang, and Deborrah C. Turban
3. Mobile Commerce Applications by UpkarVarshney and Ron Vetter
4. Mobile and Wireless Network Security and Privacy" by Kami S. Makki, Peter Reiher, Kia Makki, and NikiPissinou

ELECTIVES1

Programme Name: M. Com (E-Commerce) SEMESTER III

Course Name:1. Electronic Data Interchange

TotalCredits:04

TotalMarks:100

Universityassessment:50

College assessment

:50Prerequisite:

Course out comes:

- C1. Understand the fundamental concepts and importance of EDI in e-commerce.
- C2. Identify and explain various EDI standards and protocols.
- C3. Analyze the role of EDI in business process integration and supply chain management.
- C4. Develop and implement EDI solutions for different business scenarios.

MODULEI:

Unit-1: Introduction to Electronic Data Interchange (EDI)

- A) Definition and historical development of EDI, Importance of EDI in modern business and e-commerce, Key components and functioning of an EDI system, Importance and Benefits of EDI, Efficiency and Cost Savings, Accuracy and Speed, Components of EDI Systems, EDI Documents and Messages, EDI Translators and Communications.
- B) EDI Standards and Protocols: EDI Standards, ANSI X12, EDIFACT, TRADACOMS, ODETTE, EDI Protocols, AS2, FTP/SFTP, VAN (Value Added Networks), Mapping and Translation, Data Mapping Techniques, EDI Translators.

Unit-2: EDI Implementation

- A) Planning and Preparation, Requirements Analysis, Vendor Selection, System Integration, Integrating EDI with ERP Systems, Middleware Solutions, EDI Testing and Deployment, Testing Strategies, Rollout and Training.
- B) Managing EDI Systems: Operational Management, Monitoring EDI Transactions, Error Handling and Troubleshooting, Security and Compliance, Data Security Practices, Compliance with Standards and Regulations, Performance Measurement, Key Performance Indicators (KPIs).

MODULE II:(2CREDITS)

Unit-3: EDI Implementation

- A) Planning for EDI Implementation: Requirement analysis and scope definition, Selection criteria for EDI vendors, Budgeting and project planning, Integration with ERP and other enterprise systems.
- B) Middleware solutions and their importance, Real-world examples of EDI integration, Testing strategies for EDI systems, Pilot testing and phased rollout, Training for end-users and IT staff, Techniques for data mapping, Role of EDI translators, Examples of data translation between EDI formats

Unit-4: Managing EDI Systems

- A) Monitoring EDI transactions for accuracy and efficiency, handling errors and troubleshooting issues, Maintenance, and support strategies, Ensuring data security and privacy in EDI transactions, Compliance with regulatory standards and industry norms.
- B) Best practices for secure EDI communications, Impact of Emerging Technologies, The Role of EDI in Digital Transformation, Success Stories and Best Practices, Lessons Learned from EDI Failures, Future Trends in EDI,

References:

1. EDI Fundamentals and Applications" by Lawrence E. Nichols
2. The EDI Handbook by Charles Rosenbaum
3. Electronic Data Interchange (EDI) Implementation Guide by Lee C. Woods
4. EDI: A Guide to Electronic Data Interchange and Electronic Commerce Standards by David A. Taylor

ELECTIVES2

Programme Name: M. Com(E-Commerce) SEMESTER III
Course Name:2. E-Commerce and Multi Media

Total Credits:04

TotalMarks:100

University assessment:50

College assessment

:50Prerequisite:

Course Outcomes:

- C1. Understand the role and significance of multimedia in e-commerce.
- C2. Gain knowledge of key multimedia technologies and their applications in e-commerce.
- C3. Learn how to integrate multimedia components into e-commerce platforms.
- C4. Understand the concepts and principles of multimedia content creation and management.

MODULE I:

Unit 1: Introduction to E-Commerce and Multimedia

- A) E-Commerce Concepts: Definition and scope of e-commerce, Types of e-commerce: B2B, B2C, C2C, and B2G, Benefits and limitations of e-commerce, Key elements of e-commerce infrastructure.
- B) Multimedia in E-Commerce: Definition and characteristics of multimedia, Role of multimedia in e-commerce: enhancing user experience, product visualization, and interactivity, Types of multimedia: text, images, audio, video, animations, and interactive content.

Unit 2: Multimedia Technologies and Applications

- A) Multimedia Technologies: Overview of multimedia hardware and software, Multimedia file formats and standards: JPEG, PNG, MP3, MP4, GIF, etc., Tools for multimedia creation and editing: Adobe Creative Suite, Final Cut Pro, Audacity, etc., Streaming technologies and protocols: HTTP, RTSP, HLS, MPEG-DASH.
- B) Applications in E-Commerce: Product demonstrations and virtual tours, Multimedia in online advertising and marketing, Interactive catalogues and product configurators, Customer support and training using multimedia.

MODULE II:

Unit 3: Designing and Integrating Multimedia in E-Commerce

- A) Multimedia Design Principles: Principles of multimedia design: contrast, alignment, repetition, proximity, User-centered design and usability, Creating engaging and accessible multimedia content, Responsive design for different devices and platforms.
- B) Integration with E-Commerce Platforms: Integrating multimedia with e-commerce websites: CMS integration, plugins, and APIs, managing multimedia assets: digital asset management systems, Performance optimization: image compression, video streaming optimization, Ensuring cross-browser and cross-platform compatibility.

Unit 4: Multimedia Content Creation and Management

- A) Content Creation: Techniques for creating high-quality images, videos, and audio, Storyboarding and scripting for multimedia projects, Tools and software for content creation, Legal and ethical considerations in multimedia content creation.
- B) Content Management: Content management systems (CMS) for multimedia, Strategies for organizing and categorizing multimedia content, Metadata and tagging for improved searchability, Monitoring and analyzing multimedia content performance: analytics tools and metrics

References:

1. E-Commerce 2019: Business, Technology and Society by Kenneth C. Laudon and Carol Guercio Traver
2. Multimedia: Making It Work by Tay Vaughan
3. The Principles of Beautiful Web Design by Jason Beaird and James George
4. Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics by Jennifer Robbins.
5. Responsive Web Design with HTML5 and CSS by Ben Frain

ELECTIVES3

Programme Name: M. Com (E-Commerce)
SEMESTER III Course Name:3. E-Banking

TotalCredits:04

TotalMarks:100

University assessment:50

College assessment

:50Prerequisite:

Course Outcomes:

- C1. Understand the role and significance of e-banking in the modern financial system.
- C2. Gain knowledge of key technologies and services in e-banking.
- C3. Learn how to develop and manage secure and efficient e-banking systems.
- C4. Understand the regulatory, security, and risk management aspects of e-banking.

MODULE I:

Unit 1: Introduction to E-Banking

A) E-Banking Concepts: Definition and evolution of e-banking, Types of e-banking services: online banking, mobile banking, ATMs, and digital wallets, Benefits and challenges of e-banking, Key components of e-banking infrastructure.

B) E-Banking Technologies: Overview of e-banking technologies: internet banking platforms, mobile banking apps, Core banking systems and their integration with e-banking, electronic payment systems: NEFT, RTGS, IMPS, UPI, and blockchain technology, Emerging technologies: AI, machine learning, biometrics in e-banking.

Unit 2: E-Banking Services and Applications

A) Customer Services: Account management: balance inquiries, transaction history, statements, Fund transfers: intra-bank, inter-bank, international remittances, Bill payments, recharge, and e-commerce payments, Personal finance management tools and advisory services.

B) Business Applications: Corporate banking services: cash management, trade finance, and treasury services, E-banking for SMEs: loan applications, credit assessment, and financial planning, Integration with enterprise resource planning

(ERP) systems, Role of e-banking in financial inclusion and microfinance.

MODULE II:

Unit 3: Security and Risk Management in E-Banking

- A) Security Framework:** Information security principles: confidentiality, integrity, availability, Authentication, and authorization: passwords, OTPs, biometrics, two-factor authentication, Encryption, and secure communication protocols: SSL/TLS, VPNs, Cybersecurity threats: phishing, malware, hacking, and mitigation strategies.
- B) Risk Management:** Risk types: operational, transactional, compliance, and reputational risks Risk assessment and management strategies, Regulatory compliance: KYC, AML, GDPR, and local banking regulations, Incident response and recovery planning.

Unit 4: Development and Management of E-Banking Systems

- A) System Development:** Lifecycle of e-banking system development: planning, analysis, design, implementation, and maintenance, User experience (UX) design for e-banking applications, Integration with legacy banking systems, Testing and quality assurance of e-banking applications.
- B) System Management:** Monitoring and performance management of e-banking systems, Scalability and availability considerations, Vendor management and outsourcing strategies, Future trends in e-banking: open banking, API banking, and fintech partnerships.

References

1. Electronic Banking: The Ultimate Guide to Business and Technology of Online Banking by SCN Education B.V.
2. E-Banking in India: Challenges and Opportunities by RimpiJatana
3. Bank 4.0: Banking Everywhere, never at a Bank by Brett King
4. Digital Bank: Strategies to Launch or Become a Digital Bank by Chris Skinner
5. Security in Computing by Charles P. Pfleeger and Shari Lawrence Pfleeger

Paper Pattern (Total 50 Marks)

Internal = 25 Marks

External = 25 Marks

Internal Paper Pattern (25 Marks)

Q1. Project Presentation/ Case Study writing 05 Marks

Q2. Quiz/ Group discussion 05 Marks

Q3. Paper Presentation/ Seminar presentation 05 Marks

Q4. Class Test 10 Marks

Total 25 Marks

External Paper Pattern (25 Marks)

Q1. Case Study Analysis 05 Marks

Q2. Answer the following (Any One) 10 marks

A

Or

B

Q3. Answer the following (Any One) 10 Marks

A

Or

B

Total 25 Marks

Paper Pattern

(Total 100 Marks)

Internal = 50 Marks

External = 50 Marks

Internal Paper Pattern (50 Marks)

Q1. Project Presentation/ Case Study writing 10 Marks

Q2. Quiz/ Group discussion / Role Playing 10 Marks

Q3. Paper Presentation/ Seminar presentation 10 Marks

Q4. Class Test 20 Marks

Total 50 Marks

External Paper Pattern (50 Marks)

Q1. Case Study Analysis 10 Marks

Q2. Answer the following (Any One) 10 marks

A

Or

B

Q3. Answer the following (Any One) 10 Marks

A

Or

B

Q4. Answer the following (Any One) 10 marks

A

Or

B

Q5. Answer the following (Any One) 10 marks

A

Or

B

Total 50 Marks

SEMESTER IV

SEMESTER IV

Mandatory 1

Programme Name: M. Com (E-Commerce)

SEMESTER IV: CourseName:1. Enterprise Resource Planning

TotalCredits:04

Universityassessment:50

TotalMarks:100

CollegeAssessment:50

Pre-requisite:

Courseoutcomes:

- C1. Understand the concept and significance of Enterprise Resource Planning (ERP) systems in organizations.
- C2. Gain knowledge of key components and functionalities of ERP systems.
- C3. Learn how to analyze business processes and map them to ERP modules.
- C4. Develop skills in implementing and managing ERP systems effectively.

MODULE I

Unit 1: Introduction to Enterprise Resource Planning

- A) ERP Concepts and Evolution:** Definition and scope of Enterprise Resource Planning (ERP), Historical development of ERP systems, Benefits, and challenges of implementing ERP in organizations, ERP market trends and leading vendors.
- B) ERP Components and Architecture:** Core modules of ERP systems: finance, human resources, supply chain management, and manufacturing, ERP architecture: client-server vs. cloud-based, database management systems (DBMS), Integration with other enterprise systems: CRM, BI, and SCM, ERP implementation methodologies: waterfall vs. agile approaches

Unit 2: Business Process Mapping and Analysis

- A) Business Process Analysis:** Understanding business processes: value chain analysis, process modeling techniques, identifying inefficiencies and bottlenecks in business processes, Mapping business processes to ERP modules: process reengineering vs. customization, Business process optimization and continuous improvement

- B) ERP System Selection and Evaluation:** Requirements gathering and gap analysis, Vendor evaluation and selection criteria, Customization vs. configuration: evaluating the fit of ERP systems to organizational needs, Total cost of ownership (TCO) analysis and ROI assessment

MODULE II

Unit 3: Implementation and Integration of ERP Systems

- A) ERP Implementation Phases:** Project planning and management, System design and configuration, Data migration and system testing, Training and change management.
- B) Integration with Organizational Processes:** Integration of ERP with legacy systems and third-party applications, Interoperability standards and protocols: APIs, web services, and ETL, Real-time data synchronization and data governance, Scalability and performance optimization.

Unit 4: ERP System Maintenance and Support

- A) ERP System Maintenance:** Patch management and version upgrades, Performance monitoring and optimization, Disaster recovery and business continuity planning, Security management and access control.
- B) User Training and Support:** End-user training programs and materials, Helpdesk support and user community management, Continuous improvement and feedback mechanisms, Measuring ERP system effectiveness and user satisfaction

References:

1. Enterprise Resource Planning: Concepts, Methodologies, Tools, and Applications edited by J. Wang
2. Modern ERP: Select, Implement, and Use Today's Advanced Business Systems by Marianne Bradford
3. Implementing SAP ERP Sales & Distribution by Glynn C. Williams
4. Microsoft Dynamics 365 For Dummies by Renato Bellu
5. Oracle E-Business Suite Financials Handbook by Ben Prusinski and Gustavo Gonzalez

SEMESTER IV

Mandatory 2

Programme Name: M. Com (E-Commerce)

SEMESTER IV: Course Name:2. E-Marketing Management

TotalCredits:04

TotalMarks:100

Universityassessment:50

CollegeAssessment:50

Pre-requisite:

Courseoutcomes:

- C1. Understand the principles and strategies of e-marketing in the digital age.
- C2. Gain knowledge of key digital marketing channels and techniques.
- C3. Learn how to develop and implement effective e-marketing campaigns.
- C4. Develop skills in analyzing e-marketing metrics and optimizing campaigns for better results.

MODULE I

Unit 1: Introduction to E-Marketing

- A) E-Marketing Concepts and Evolution:** Definition and scope of e-marketing (digital marketing), Evolution of marketing in the digital age, Importance of e-marketing in the contemporary business landscape, Key trends, and challenges in e-marketing.
- B) Digital Consumer Behavior:** Understanding online consumer behavior, Factors influencing online purchase decisions, Customer journey mapping and touchpoints, Personalization, and customization in e-marketing.

Unit 2: Digital Marketing Channels and Strategies

- A) Digital Marketing Channels:** Overview of digital marketing channels: search engine marketing (SEM), social media marketing (SMM), email marketing, content marketing, and affiliate marketing, multi-channel marketing and integrated marketing communications (IMC), Emerging trends in digital marketing: influencer marketing, voice search, and AI-driven marketing.

B) Digital Marketing Strategies: Developing digital marketing objectives and goals, Target audience segmentation and targeting strategies, Content strategy development: content types, formats, and distribution channels, Conversion optimization techniques and strategies.

MODULE II

Unit 3: E-Marketing Campaign Planning and Execution

A) Campaign Planning: Setting campaign objectives and KPIs, Budget allocation and resource planning, Campaign calendar and timeline development, Creative brief development, and campaign messaging.

B) Campaign Execution: Implementing digital marketing campaigns across channels, Ad creative development and A/B testing, Campaign monitoring and optimization: tracking metrics, analyzing data, and making data-driven decisions, Crisis management and response in digital marketing.

Unit 4: E-Marketing Metrics and Performance Analysis

A) Key Performance Indicators (KPIs): Identifying relevant KPIs for e-marketing campaigns, Metrics for measuring website traffic, engagement, conversions, and ROI, Tools and platforms for tracking and analyzing e-marketing metrics.

B) Campaign Optimization: Interpreting e-marketing data and insights, Iterative campaign optimization: adjusting targeting, messaging, and creative elements, Split testing and multivariate testing, Reporting and communicating campaign performance to stakeholders.

References:

1. Digital Marketing for Dummies by Ryan Deiss and Russ Henneberry.
2. Digital Marketing: Strategy, Implementation and Practice by Dave Chaffey and Fiona Ellis-Chadwick.
3. Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses by Joe Pulizzi.
4. Influence: The Psychology of Persuasion by Robert B. Cialdini.
5. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity by AvinashKaushik

SEMESTER IV

Mandatory 3

Programme Name: M. Com (E-Commerce)

SEMESTER IV: CourseName:3. Social Media Marketing

TotalCredits:04

TotalMarks:100

Universityassessment:50

CollegeAssessment:50

Pre-requisite:

Course out comes:

- C1. Understand the role and significance of social media in modern marketing strategies.
- C2. Gain knowledge of key social media platforms and their marketing capabilities.
- C3. Learn how to develop and implement effective social media marketing campaigns.
- C4. Develop skills in analyzing social media metrics and optimizing campaigns for better results.

MODULE I

Unit 1: Introduction to Social Media Marketing

- A) Social Media Landscape:** Overview of social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Snapchat, etc., Evolution and growth of social media in marketing, Importance of social media marketing in the digital age. Trends and challenges in social media marketing.
- B) Social Media Strategy Development:** Setting social media marketing objectives and goals, Target audience identification and segmentation, Content strategy development: types of content, content calendars, and content creation tools, social media listening and monitoring

Unit 2: Social Media Platforms and Marketing Techniques

- A) Platform-Specific Marketing Techniques:** Facebook Marketing: Page creation, ads, groups, and Messenger marketing, Instagram Marketing: Profile optimization, visual content strategies, and Instagram Stories, Twitter Marketing: Tweeting strategies, hashtags, and Twitter Ads, LinkedIn Marketing: Company Page optimization, LinkedIn Ads, and content publishing.

B) Emerging Platforms and Trends: Overview of emerging social media platforms: TikTok, Clubhouse, and Pinterest, Influencer marketing: identifying influencers, collaboration strategies, and measuring influencer ROI, User-generated content (UGC) campaigns and community building, Augmented reality (AR) and virtual reality (VR) in social media marketing.

MODULE II

Unit 3: Social Media Campaign Planning and Execution

A) Campaign Planning: Developing a social media marketing plan: campaign objectives, target audience, messaging, and creative elements, Budget allocation and resource planning, Campaign calendar and scheduling, Legal and ethical considerations in social media marketing.

B) Campaign Execution and Management: Creating and publishing content across social media platforms, paid social advertising: ad creation, targeting options, and budget optimization, Community engagement and social listening, Crisis management and response in social media.

Unit 4: Social Media Analytics and Optimization

A) Social Media Metrics: Key performance indicators (KPIs) for social media marketing, Metrics for measuring reach, engagement, conversions, and ROI, Tools, and platforms for social media analytics: Facebook Insights, Instagram Insights, Twitter Analytics, etc.

B) Campaign Optimization: Interpreting social media data and insights, Iterative campaign optimization: adjusting targeting, messaging, and creative elements, Split testing and multivariate testing, Reporting and communicating campaign performance to stakeholders.

References:

1. Social Media Marketing Workbook: 2022 Edition by Jason McDonald
2. Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (And Other Social Networks) by Dave Kerpen
3. The Art of Social Media: Power Tips for Power Users by Guy Kawasaki and Peg Fitzpatrick
4. Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization by Olivier Blanchard

ELECTIVES1

**Programme Name: M. Com (E-Commerce) SEMESTER IV Course
Name:1. Digital Media: Issues and Concerns**

TotalCredits:04

TotalMarks:100

Universityassessment:50

Collegeassessment

:50Prerequisite:

Course Outcomes:

- C1. Understand the key issues and concerns related to digital media in the contemporary landscape.
- C2. Gain knowledge of ethical, legal, and regulatory frameworks governing digital media.
- C3. Learn how to analyze and address privacy, security, and misinformation issues in digital media.
- C4. Develop critical thinking skills to evaluate the societal impacts of digital media.

MODULE I

Unit 1: Introduction to Digital Media Issues

- A) Digital Media Landscape:** Overview of digital media platforms and technologies, Evolution and impact of digital media on society and culture, Key issues and concerns in digital media: privacy, security, misinformation, and digital divide, Trends and challenges in digital media consumption.
- B) Ethical and Legal Considerations:** Ethical principles in digital media: transparency, accountability, and fairness, Legal frameworks governing digital media: copyright, intellectual property rights, and data protection laws, Regulatory bodies and industry standards in digital media, Case studies and real-world examples of ethical and legal dilemmas in digital media.

Unit 2: Privacy and Security in Digital Media

- A) Privacy Issues:** Privacy challenges in the digital age: data collection, tracking, and profiling, Privacy regulations and compliance: GDPR, CCPA, and other regional data protection laws, User privacy rights and consent management, Strategies for enhancing privacy in digital media: encryption, anonymization, and privacy-by-design principles.
- B) Security Concerns:** Cybersecurity threats in digital media: malware, phishing, ransomware, and hacking, Security vulnerabilities in digital media platforms and

applications, Best practices for securing digital media assets and communications, Incident response and crisis management in digital media security breaches.

MODULE II

Unit 3: Misinformation and Digital Literacy

- A) Misinformation and Disinformation:** Understanding the spread of misinformation online, Types of misinformation: fake news, rumors, and propaganda, Impact of misinformation on individuals, society, and democracy, Strategies for combating misinformation: fact-checking, media literacy, and digital media literacy programs.
- B) Digital Literacy and Education:** Importance of digital literacy in the digital age, Digital literacy skills: information literacy, media literacy, and critical thinking, Digital citizenship and responsible online behavior, Initiatives and programs promoting digital literacy and education.

Unit 4: Societal Impacts of Digital Media

- A) Social and Cultural Implications:** Influence of digital media on identity, relationships, and communities, Impact of digital media on cultural production, consumption, and preservation, Digital divide: disparities in access to digital media technologies and skills, social justice issues in digital media: representation, diversity, and inclusion.
- B) Economic and Political Dimensions:** Economic impacts of digital media: e-commerce, digital advertising, and gig economy, Political implications of digital media: online activism, political polarization, and disinformation campaigns, Role of digital media in shaping public opinion and influencing decision-making, Regulatory challenges, and policy responses to address digital media issues

References:

1. The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power by Shoshana Zuboff
2. Digital Minimalism: Choosing a Focused Life in a Noisy World by Cal Newport
3. Weapons of Math Destruction: How Big Data Increases Inequality and Threatens Democracy by Cathy O'Neil
4. The Filter Bubble: How the New Personalized Web Is Changing What We Read and How We Think by Eli Pariser
5. Media Ethics: Issues and Cases by Philip Patterson and Lee Wilkins

ELECTIVES2

Programme Name: M. Com(E-Commerce)
SEMESTER IV Course Name:2. E-Learning

TotalCredits:04

TotalMarks:100

Universityassessment:50

Collegeassessment

:50Prerequisite:

Course Outcomes:

- C1. Understand the concept and significance of e-learning in education and training.
- C2. Gain knowledge of key e-learning technologies, platforms, and instructional design principles.
- C3. Learn how to develop and deliver effective e-learning courses.
- C4. Develop skills in evaluating and assessing e-learning outcomes and effectiveness.

MODULE I

Unit 1: Introduction to E-Learning

- A) E-Learning Overview:** Definition and scope of e-learning, Evolution and growth of e-learning in education and training, Importance of e-learning in the digital age, Trends and challenges in e-learning: accessibility, engagement, and effectiveness.
- B) E-Learning Technologies and Platforms:** Overview of e-learning technologies: Learning Management Systems (LMS), authoring tools, and virtual classrooms, Comparison of e-learning platforms: Moodle, Canvas, Blackboard, and others, Mobile learning (m-learning) and responsive design considerations, Emerging trends in e-learning technology: gamification, augmented reality (AR), and virtual reality (VR).

Unit 2: Instructional Design for E-Learning

- A) Instructional Design Principles:** Understanding the ADDIE model: Analysis, Design, Development, Implementation, and Evaluation, Learning theories and models: behaviorism, cognitivism, constructivism, and connectivism, Bloom's taxonomy and its application in e-learning course design, Universal Design for Learning (UDL) principles and accessibility considerations.
- B) Content Development and Course Design:** Designing e-learning content: text,

multimedia, interactive elements, and assessments, Storyboarding and scripting for e-learning modules, User experience (UX) design principles for e-learning interfaces, Copyright and intellectual property considerations in e-learning content development.

MODULE II

Unit 3: Delivery and Implementation of E-Learning

- A) E-Learning Delivery Methods:** Synchronous vs. asynchronous learning approaches, Blended learning models: combining online and face-to-face instruction, Virtual instructor-led training (VILT) and self-paced learning modules, Strategies for promoting learner engagement and interaction in e-learning environments.
- B) E-Learning Implementation and Management:** Planning and scheduling e-learning courses, User administration and course enrollment management in LMS, Technical support and troubleshooting for e-learning platforms, Monitoring learner progress and participation

Unit 4: Assessment and Evaluation in E-Learning

- A) Assessment Strategies:** Types of e-learning assessments: quizzes, assignments, projects, and peer assessments, Formative vs. summative assessment approaches, Rubric development and grading criteria for e-learning assignments, Feedback mechanisms and strategies for providing constructive feedback to learners.
- B) Evaluation of E-Learning Effectiveness:** Measuring learner outcomes and performance in e-learning courses, evaluating course completion rates, learner satisfaction, and engagement metrics, analyzing e-learning data and insights for continuous improvement, Incorporating learner feedback into course revisions and update.

References:

1. E-Learning and the Science of Instruction: Proven Guidelines for Consumers and Designers of Multimedia Learning by Ruth C. Clark and Richard E. Mayer
2. The Online Teaching Survival Guide: Simple and Practical Pedagogical Tips by Judith V. Boettcher and Rita-Marie Conrad
3. Essentials of Online Course Design: A Standards-Based Guide by Marjorie Vai and Kristen Sosulski
4. E-Learning by Design by William Horton.

ELECTIVES 3

Programme Name: M. Com (E-Commerce)

SEMESTER IV Course Name:3. E-Commerce Customer Service & Issues

TotalCredits:04

TotalMarks:100

Universityassessment:50

Collegeassessment:50Prerequisite:

Course Outcomes:

- C1. Understand the importance of customer service in e-commerce and its impact on business success.
- C2. Gain knowledge of key customer service strategies, best practices, and technologies in e-commerce.
- C3. Learn how to address common customer issues and resolve disputes effectively in e-commerce.
- C4. Develop skills in managing customer relationships and enhancing customer satisfaction in e-commerce.

MODULE I

Unit 1: Introduction to E-Commerce Customer Service

A) E-Commerce Customer Service Overview: Definition and scope of e-commerce customer service, Importance of customer service in e-commerce success, Impact of customer service on customer loyalty and retention, Trends, and challenges in e-commerce customer service.

B) Customer Service Strategies and Best Practices: Developing customer service objectives and goals, multi-channel customer support: email, live chat, phone support, and social media, Personalization, and customization in e-commerce customer service, Proactive vs. reactive customer service approaches.

Unit 2: Technologies for E-Commerce Customer Service

A) Customer Service Platforms and Tools: Overview of customer service software: helpdesk systems, CRM, and ticketing systems, Integration of customer service tools

with e-commerce platforms, Automation and AI-driven customer service solutions: chatbots, virtual assistants, and predictive analytics, Real-time customer support technologies and strategies.

- B) Data-driven Customer Service:** Utilizing customer data for personalized service delivery, Customer feedback analysis and sentiment analysis, Predictive modeling and recommendation systems for proactive customer service, Privacy and data security considerations in e-commerce customer service.

MODULE II

Unit 3: Addressing Customer Issues and Disputes

- A) Common Customer Issues in E-Commerce:** Order fulfillment and shipping issues, Product inquiries, returns, and exchanges, Payment disputes and fraud prevention, technical support, and website usability issues.
- B) Dispute Resolution and Conflict Management:** Strategies for handling customer complaints and escalations, Dispute resolution processes: negotiation, mediation, and arbitration, Legal and regulatory considerations in resolving customer disputes, Building customer trust and loyalty through effective issue resolution.

Unit 4: Customer Relationship Management (CRM) in E-Commerce

- A) CRM Strategies for E-Commerce:** Customer segmentation and targeting strategies, Customer lifecycle management: acquisition, retention, and reactivation, Loyalty programs and incentives for repeat purchases, Cross-selling and upselling techniques in e-commerce.
- B) Measuring and Improving Customer Satisfaction:** Key performance indicators (KPIs) for e-commerce customer service, Customer satisfaction surveys and feedback mechanisms, Continuous improvement in e-commerce customer service processes, Benchmarking against industry standards and competitors.

Elective 4

ProgrammeName M.Com (E-Commerce)

SEMESTER IV: CourseName: E-Retailing

TotalCredits:04

Universityassessment: 50

TotalMarks:100

CollegeAssessment:50

Pre-requisite:

Course outcomes:

- C1. Understand the concept and significance of e-retailing in the digital commerce landscape.
- C2. Gain knowledge of key e-retailing models and strategies.
- C3. Learn how to develop and manage an e-retailing business effectively.
- C4. Develop skills in analyzing e-retailing metrics and optimizing strategies for better results.

MODULE I

Unit 1: Introduction to e-Retailing

Part A: Conceptual

- Definition, scope, and evolution of e-Retailing
- Differences between traditional and e-Retailing
- Types of e-Retailing: B2C, B2B, C2C, C2B
- Business models in e-Retailing (Marketplace, Inventory-based, Hybrid)

Part B: Application

- Case Study: Amazon vs Flipkart business models
- Current trends and statistics in global and Indian e-retail markets
- Discussion on e-Retailing during the COVID-19 pandemic

Unit 2: Technology and Infrastructure in e-Retailing

Part A: Conceptual

- E-commerce infrastructure: hardware, software, and platforms
- Web store design: UI/UX, mobile optimization
- Payment systems: digital wallets, UPI, net banking, security issues

Part B: Application

- Case Study: Shopify and WooCommerce platforms
- Evaluation of a live e-commerce website (features, tech stack, user journey)
- Trends in AI, AR/VR, and chatbot use in e-Retailing

MODULE II

Unit 3: e-Retailing Operations and Logistics

Part A: Conceptual

- Order fulfillment: inventory management, warehousing
- Last-mile delivery, reverse logistics, and return policies

Part B: Application

- Case Study: BigBasket or Grofers (now Blinkit) supply chain
- Analysis of delivery models (e.g., hyperlocal vs centralized)
- Use of technology in warehouse automation and logistics

Unit 4: Marketing and Legal Aspects of e-Retailing

Part A: Conceptual

- Online marketing strategies: SEO, SEM, email, social media, influencer marketing
- Customer acquisition and retention

Part B: Application

- Case Study: Myntra's personalization and marketing strategy
- Analysis of legal challenges faced by e-retailers in India
- Tools for digital marketing (Google Ads, Meta Business Suite)

References:

1. E-Retailing by Chitra A. Shetty
2. E-Retailing Management: Creating and Sustaining a Competitive Advantage by Sandeep Krishnamurthy
3. The Long Tail: Why the Future of Business is Selling Less of More by Chris Anderson
4. Retailing Management by Michael Levy and Barton A. Weitz
5. E-Commerce 2019: Business, Technology and Society by Kenneth C. Laudon and Carol Guercio Traver

References:

1. Delivering Happiness: A Path to Profits, Passion, and Purpose by Tony Hsieh
2. The Effortless Experience: Conquering the New Battleground for Customer Loyalty by Matthew Dixon, Nick Toman, and Rick DeLisi
3. Hug Your Haters: How to Embrace Complaints and Keep Your Customers by Jay Baer
4. Customer Success: How Innovative Companies Are Reducing Churn and Growing Recurring Revenue by Nick Mehta, Dan Steinman, and Lincoln Murphy
5. Customer Relationship Management: Concepts and Technologies by Francis Buttle

Paper Pattern (Total 50 Marks)

Internal = 25 Marks
External = 25 Marks

Internal Paper Pattern (25 Marks)

Q1. Project Presentation/ Case Study writing	05 Marks
Q2. Quiz/ Group discussion	05 Marks
Q3. Paper Presentation/ Seminar presentation	05 Marks
Q4. Class Test	10 Marks

Total	25 Marks
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External Paper Pattern (25 Marks)

Q1. Case Study Analysis	05 Marks
Q2. Answer the following (Any One)	10 marks

A

Or

B

Q3. Answer the following (Any One)	10 Marks
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A

Or

B

Total 25 Marks

Paper Pattern (Total 100 Marks)

Internal = 50 Marks

External = 50 Marks

Internal Paper Pattern (50 Marks)

Q1. Project Presentation/ Case Study writing 10 Marks

Q2. Quiz/ Group discussion / Role Playing 10 Marks

Q3. Paper Presentation/ Seminar presentation 10 Marks

Q4. Class Test 20 Marks

Total 50 Marks

External Paper Pattern (50 Marks)

Q1. Case Study Analysis 10 Marks

Q2. Answer the following (Any One) 10 marks

A

Or

B

Q3. Answer the following (Any One) 10 Marks

A

Or

B

Q4. Answer the following (Any One) 10 marks

A

Or

B

Q5. Answer the following (Any One) 10 marks

A

Or

B

Total 50 Marks

Letter Grades and Grade Points:

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result
9.00 - 10.00	90.0 - 100	O (Outstanding)
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)
5.00 - < 5.50	50.0 - < 55.0	C (Average)
4.00 - < 5.00	40.0 - < 50.0	P (Pass)
Below 4.00	Below 40.0	F (Fail)
Ab (Absent)	-	Absent

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Sign of the BOS
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Chairman Board of
Studies: Commerce

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Offg. Associate Dean
Prof.KavitaLaghate
Faculty of Commerce &
Management

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