

Name of College: S. R. Luthra Institute of Management								
Faculty	Management			Program	Master of Business Administration (M.B.A.)			
Year				Version	1.0			
Semester	Even			Effective From	June 2023			
Course Code		Course Name		E-Business (Transdisciplinary Open Elective – TOE)				
Teaching Scheme				Examination Scheme				
Credits	Lecture (L)	Tutorial (T)	Practical (P)	ME	CE	SE	V	Total
02	02	---	---	---	---	---	---	---

Sr. No	Module	Description	Marks	Hours
1	I	<ul style="list-style-type: none"> ● Introduction to E-Business and E-Commerce ● Evolution of e- business, benefits and limitations ● E- commerce v/s E- business ● Characteristics of e- business ● e- business – Challenges & Solutions ● E-Business applications, E-Procurement and E-Payment Systems ● The Impact of E-Business on Different Fields and Industries 		15
2	II	<ul style="list-style-type: none"> ● e- Business Infrastructure & e- Environment ● Internet Marketing and e-Tailing E-business technology ● Key elements of the e-business environment ● E-business markets Models ● E-marketing and e-CRM ● Contemporary Issues in e- Business (Reliability, Quality, Trust, Security, Privacy, Virus, Design & implementation issues) ● Ethical issue in e-Business ● Future of e-Business 		15

REFERENCE

Books:	
1.	Chaffey, D. (n.d.). <i>e- Business & e – Commerce Management: Strategy, Implementation, Practice</i> [Review of <i>e- Business & e – Commerce Management: Strategy, Implementation, Practice</i>]. Pearson.
2.	Combe, C. (n.d.). <i>Introduction to E- Business: Management and Strategy</i> [Review of <i>Introduction to E- Business: Management and Strategy</i>]. Elsevier Ltd.
3.	Joseph, P. T. (n.d.). <i>E- Commerce: An Indian Perspective</i> [Review of <i>E- Commerce: An Indian Perspective</i>]. PHI Learning Pvt. Ltd.
Newspapers / Magazines / Journals:	
1.	Business standard
2.	Economic times



3.	International Journal of Electronic Business
4.	International Journal of E-Business Research (IJEBR)
5.	International Journal of Electronic Commerce
	Web resources:
1.	https://www.geeksforgeeks.org/difference-between-e-commerce-and-e-business
2.	https://www.netsolutions.com/insights/ecommerce-business-challenges-and-solutions/
3.	https://www.bigcommerce.com/articles/ecommerce/types-of-business-models/#five-value-delivery-methods-for-ecommerce-innovation
4.	https://smallbusiness.chron.com/ethical-problems-ebusiness-62037.html
5.	https://www.smarthint.co/en/futuro-do-ecommerce/

