



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-4 (MBA)

Subject: International E-Commerce – MBAIB14516

Type of course: Major (Core)

Prerequisite:

Students should have a fundamental understanding of E-Commerce.

Rationale:

This course provides the students an understanding of the usage of E commerce to enhance the prospects of the conducting the business abroad.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P	C	Theory Marks		Practical Marks		CA	
				ESE	MSE	V	P	ALA	
04	00	00	04	60	30	10	00	50	150

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.



Course Content:

Sr.No	Course content	Hrs	% Weightage
1	Overview of E-Commerce: Introduction: Definition, Functions, Significance and Scope of E-Commerce; E-Business Vs. ECommerce; · Features of E-Commerce Technology; Advantages and Disadvantages of E-Commerce; Growth of Ecommerce in India · Types of E-Commerce: B2C, B2B, C2C, Social ECommerce, MCommerce, Local E-Commerce	15	25
2	E-Commerce Business Models Key Elements of Business Models; · Major Business - To – Consumer (B2C) Business Models: E-tailer, Community Provider, Content Provider, Portal, Transaction Broker, Market Creator, Service Provider · Major Business - To – Business (B2B) Business Models: E-Distributor, E-procurement, Exchanges and Industry Consortium	15	25
3	E-Commerce Security and Electronic Payment Systems: Dimensions of E-Commerce Security; Key Security Threats in the E-Commerce Environment; · Technology Solutions: Tools available to achieve site security; · Features of traditional Payment Systems; Major ECommerce Payment Systems	15	25
4	E-CRM and SCM in E-commerce Supply Chain Management in E-commerce: Procurement process and Supply Chain; Benefits of ESCM; Components of E-Supply Chain; · E- Customer Relationship Management: Importance of Customer Relationship Management; Need of E-Customer Relationship tools; Components of CRM; Benefits of E-CRM	15	25



Continuous Assessment:

Sr.No	Active Learning Activities	Marks
1	Website Analysis: Students will visit any one international ecommerce website (like Amazon Global, Alibaba, or eBay) and write 5 points on how it attracts international customers. They will upload the PDF on GMIU Web Portal.	10
2	Product for Global Market: Students will select any one Indian product (like handicrafts, organic tea, or jewelry) and write 5 points on how it can be sold internationally through ecommerce. They will upload the PDF on GMIU Web Portal.	10
3	Field Visit – Courier or Logistics Company: Students will visit a nearby courier or logistics office (like DTDC, Blue Dart, or India Post) and note 5 points about how they handle international shipments. They will upload the PDF on GMIU Web Portal.	10
4	Payment Gateway Study: Students will research 3 international online payment gateways (like PayPal, Stripe, or Payoneer) and write 1–2 lines each about how they work. They will upload the PDF on GMIU Web Portal.	10
5	Social Media for Global Reach: Students will choose a small local business and suggest 3–4 ways they can use social media (Instagram, Facebook, YouTube) to reach international customers. They will upload the PDF on GMIU Web Portal.	10
Total		50

Suggested Specification table with Marks (Theory): 60

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	40%	40%	10%	10%	0%	0%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the usage of e-commerce in achieving business competitive advantage
CO2	Analyze the impact of secured e-commerce practices on value creation.
CO3	Implementation of e-commerce business models at global level
CO4	Use and apply E CRM practices for generating revenues

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] C.S.V. Murthy E-Commerce: Concepts, Models, Strategies Himalaya Publishing House Latest Edition
- [2] P.T. Joseph, S.J. E-Commerce: An Indian Perspective PHI Learning Private Limited Latest Edition
- [3] Harvey M. Deitel, Paul J. Deitel & Kate Steinbuhler E-Business & ECommerce for Managers Pearson Education Latest Edition
- [4] Kenneth C. Laudon & Carol G. Traver E-Commerce: Business, Technology, Society Pearson Education Latest Edition

