



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-7 (BBA)

Subject: Digital Entrepreneurship and E-Commerce Ventures– BBAIE17401

Type of course: Major (Core)

Prerequisite:

Students must be clear about basic concepts of Digital Entrepreneurship and E-Commerce Ventures

Rationale:

The course aims to familiarize the students with the basic concepts of Digital Entrepreneurship and E-Commerce Ventures and their application in business.

Teaching and Examination Scheme:

| Teaching Scheme | | | Credits | Examination Marks | | | Total Marks |
|-----------------|---|---|---------|-------------------|-----|-----|-------------|
| CI | T | P | | C | SEE | CCE | |
| | | | MSE | | | ALA | |
| 4 | 0 | 0 | 4 | 100 | 30 | 70 | 200 |

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.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

| Sr. No | Course content | Hrs. | % Weightage |
|--------|---|------|-------------|
| 1 | Introduction to Digital Entrepreneurship <ul style="list-style-type: none"> • Meaning and Concept of Digital Entrepreneurship • Evolution of Digital Entrepreneurship • Digital Economy and Digital Transformation • Characteristics of Digital Entrepreneurs • Digital Business Models • Types of Digital Ventures • Digital Entrepreneurship Ecosystem • Opportunities in Digital Economy • Challenges in Digital Entrepreneurship • Digital Startup Lifecycle | 15 | 25 |
| 2 | E-Commerce Business Models and Venture Development <ul style="list-style-type: none"> • Introduction to E-Commerce • E-Business vs E-Commerce • Types of E-Commerce (B2B, B2C, C2C, C2B) • E-Commerce Business Models • Platform Business Models • Marketplace Models • Revenue Models in Digital Business • Dropshipping and Subscription Models • Digital Venture Creation Process • Lean Startup Methodology • Minimum Viable Product (MVP) | 15 | 25 |
| 3 | Digital Tools and Marketing for E-Commerce Ventures <ul style="list-style-type: none"> • Website Development Basics • ECommerce Platforms • Digital Payment Systems • Logistics and Supply Chain • Digital Marketing Fundamentals • Search Engine Optimization (SEO) • Social Media Marketing • Content Marketing | 15 | 25 |
| 4 | Launching and Managing Digital Ventures <ul style="list-style-type: none"> • Digital Venture Planning • Business Plan Development • Funding for Digital Startups • Bootstrapping and Crowdfunding | 15 | 25 |



| | | | |
|--|--|--|--|
| | <ul style="list-style-type: none"> • Growth Strategies • Customer Acquisition • Customer Retention • Legal Issues in E-Commerce • Cyber Security and Privacy • Ethical Issues in Digital Business • Case Studies of Digital Startups • Future Trends in Digital Entrepreneurship | | |
|--|--|--|--|

Continuous Assessment:

| Sr. No | Active Learning Activities | Marks |
|--------|--|-------|
| 1 | <p>Digital Payment System Comparison Students will compare at least three digital payment systems (e.g., PayPal, Stripe, Razorpay) and evaluate their pros and cons for digital ventures. The comparison should cover transaction fees, ease of use, and integration capabilities.</p> | 10 |
| 2 | <p>E-Commerce Website Analysis Students analyze popular e-commerce websites like Amazon, Flipkart, or Meesho and Study design, product display, pricing, and offers, Check payment options and delivery system and Write 5 strengths and 3 weaknesses</p> | 10 |
| 3 | <p>E-Commerce Venture SWOT Analysis Students will choose a real-world e-commerce venture and perform a simple SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). They will present their analysis in a concise report</p> | 10 |
| 4 | <p>Digital Startup Idea Presentation Students will develop and present a digital startup idea Students will develop and present a digital startup idea.</p> | 10 |
| 5 | <p>E-Commerce Business Model Analysis Students will select an existing e-commerce company and analyze its business model (B2B, B2C, C2C, or C2B). The report should include the company's revenue model, platform type, and market positioning. Students will be required to critically assess the viability and growth prospects of the model.</p> | 10 |
| 6 | <p>Case Study Students will be provided a case study. Students have to analyze the case and upload the solution on GMIU Web Portal.</p> | 10 |
| 7 | Attendance | 10 |
| Total | | 70 |



Suggested Specification table with Marks (Theory): 100

| Distribution of Theory Marks (Revised Bloom's Taxonomy) | | | | | | |
|--|--------------------|----------------------|--------------------|----------------|-----------------|---------------|
| Level | Remembrance (R) | Understanding (U) | Application (A) | Analyze (N) | Evaluate (E) | Create (C) |
| Weightage | 30% | 40% | 10% | 10% | 10% | - |

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 evolution of digital marketing, its channels, and the difference between traditional and digital marketing. |
| CO2 | Analyze how people behave when they use the internet and how digital technology affects their buying decisions. |
| CO3 | Evaluate various types of digital marketing such as email, mobile, and video marketing, and examine emerging trends like Artificial Intelligence and Virtual Reality through case studies. |
| CO4 | Apply knowledge of electronic payment systems and e-banking methods like RTGS and ATM in practical scenarios. |

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] "Digital Marketing : by Gupta Seema (2020), Mc Graw Hill Publications."
- [2] "Digital Marketing : by Puthussery Antony (2020), Notion Press."
- [3] "Electronic Commerce: by Greenstein, Tata McGraw Hill, New Delhi."
- [4] Fundamentals of Digital Marketing by Bhatia Puneet (2019), Pearson Publications.

