

E - Business

Course Outcome:

Upon completion of this course on E-Business, students will be able to:

1. Analyze and evaluate the benefits of E-Commerce for businesses, including cost savings, global market reach, and improved customer service.
2. Demonstrate the application of E-Commerce in various business scenarios, including Business-to-Consumer (B2C), Business-to-Business (B2B), Consumer-to-Consumer (C2C), and Consumer-to-Business (C2B) transactions.
3. Differentiate between E-Commerce and E-Business, understanding the scope and components of each concept.
4. Explain the various E-Payment systems such as Contactless Cards, RuPay Cards, UPI, RTGS, and NEFT, and their implications for businesses and consumers.
5. Evaluate the E-Commerce security environment, including common threats in computer systems and strategies for mitigating risks.
6. Analyze the nature of E-Startups and understand the challenges and opportunities involved in starting and growing an E-Commerce business.
7. Assess the importance of E-Procurement in streamlining supply chain management processes and improving efficiency in businesses.
8. Critically analyze case studies of successful E-Commerce companies such as Walmart, Amazon, IKEA, Starbucks, PhonePe, and Flipkart, understanding their strategies and key success factors.