



# INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad -500 043

## MASTER OF BUSINESS ADMINISTRATION

### COURSE DESCRIPTOR

<b>Course Title</b>	<b>E MARKETING</b>				
<b>Course Code</b>	CMB402				
<b>Programme</b>	MBA				
<b>Semester</b>	III				
<b>Course Type</b>	PROFESSIONAL ELECTIVE -II				
<b>Regulation</b>	IARE-R16				
<b>Course Structure</b>	<b>Theory</b>			<b>Practical</b>	
	<b>Lectures</b>	<b>Tutorials</b>	<b>Credits</b>	<b>Laboratory</b>	<b>Credits</b>
	3		3	-	-
<b>Chief Coordinator</b>	Ms. K .Mamatha, Assistant professor, MBA				
<b>Course Faculty</b>	Ms. K .Mamatha, Assistant professor, MBA				

### I. COURSE OVERVIEW:

This course helps to improve their ability to make effective decisions, including assessing marketing opportunities and developing marketing strategies and implementation plans. Course topics include market-oriented strategic planning, research and information systems, buyer behavior, target market selection, competitive positioning, product and service planning and management, pricing, distribution, and integrated communications, including advertising, public relations, Internet marketing, social media, direct marketing, and sales promotions. Through a combination of inter topics to consumer and business-to-business products, services, and nonprofit organizations.

### II. COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites	Credits
PG	CMB010	2	Marketing Management	3

### III. MARKS DISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
E- Marketing	70 Marks	30 Marks	100

#### IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

✓	Chalk & Talk	✗	Quiz	✓	Assignments	✗	MOOCs
✓	LCD / PPT	✓	Seminars	✗	Mini Project	✗	Videos
✗	Open Ended Experiments						

#### V. EVALUATION METHODOLOGY:

The course will be evaluated for a total of 100 marks, with 30 marks for Continuous Internal Assessment (CIA) and 70 marks for Semester End Examination (SEE). Out of 30 marks allotted for CIA during the semester, marks are awarded by taking average of two CIA examinations or the marks scored in the make-up examination.

**Semester End Examination (SEE):** The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into five units and each unit carries equal weight age in terms of marks distribution. The question paper pattern is as follows. Two full questions with “either” or “choice” will be drawn from each unit. Each question carries 14 marks. There could be a maximum of two sub divisions in a question.

The emphasis on the questions is broadly based on the following criteria:

50 %	To test the objectiveness of the concept.
50 %	To test the analytical skill of the concept or to test the application skill of the concept.

#### **Continuous Internal Assessment (CIA):**

CIA is conducted for a total of 30 marks (Table 1), with 25 marks for Continuous Internal Examination (CIE), 05 marks for Quiz/ Alternative Assessment Tool (AAT).

Table 1: Assessment pattern for CIA

Component	Theory		Total Marks
Type of Assessment	CIE Exam	AAT	
CIA Marks	25	05	30

#### **Continuous Internal Examination (CIE):**

Two CIE exams shall be conducted at the end of the 8<sup>th</sup> and 16<sup>th</sup> week of the semester respectively. The CIE exam is conducted for 25 marks of 2 hours duration consisting of two parts. Part–A shall have five compulsory questions of one mark each. In part–B, four out of five questions have to be answered where, each question carries 5 marks. Marks are awarded by taking average of marks scored in two CIE exams.

#### **Alternative Assessment Tool (AAT):**

The AAT may include seminars, assignments, term paper, open ended experiments, five minutes video and MOOCs.

## VI. HOW PROGRAM OUTCOMES ARE ASSESSED:

Program Outcomes (POs)		Strength	Proficiency assessed by
PO 1	Managerial skills: Apply knowledge of management theories and practices to solve business problems.	3	Assignments
PO 4	Communication skills: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.	2	Seminars
PO 5	Leadership skills: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	1	Guest Lectures
PO 6	Entrepreneurial and Innovation skills: Demonstrate the skills in evaluating business opportunity and identifying sources of potential funding, and develop as successful entrepreneurs.	2	Seminars
PO 8	Technology skills: Inculcate and develop technical skills to face the competitive world successfully.	3	Assignments

**3 = High; 2 = Medium; 1 = Low**

## VII. COURSE OBJECTIVES (COs):

The course should enable the students to:	
I	Understand how it helps the organization to attain its goals effectively and efficiently by providing competent and motivated employees.
II	Develop and maintain the quality of work life which makes employment in the organization a desirable personnel and social situation.
III	Ethical policies and behavior inside and outside the organization.
IV	It establishes and maintains relations between employees and management.

## VIII. COURSE OUTCOMES (COs):

CO Code	CO's	At the end of the course, the student will have the ability to:	PO's Mapped	Strength of Mapping
CMB402.01	CO 1	Understand the concept, categories, advantages and disadvantages of e-commerce and e-business.	PO 1, PO 6	3
CMB402.02	CO 2	Examine the growth & development of e-commerce and the importance of traditional commerce.	PO 2, PO 8	2
CMB402.03	CO 3	Demonstrate internet connection options, security issues in E-Commerce environment and E-Commerce architectural frame work.	PO 8	3
CMB402.04	CO 4	Discuss encryption techniques payment systems and types of payments like legal, ethical and tax issues in E-Commerce.	PO 1, PO 4, PO 8	2
CMB402.05	CO 5	Analyze business models of e-marketing, advertisement methods and strategies online retailing e-auctions.	PO 1, PO 6	2
CMB402.06	CO 6	Illustrate the process, types of supply chain management procurement and trends in supply chain management.	PO 4	1
CMB 402.07	CO 7	Explain online financial services such as online banking, brokerage, online insurance and online real estate services.	PO 6, PO 8	2

<b>CO Code</b>	<b>CO's</b>	<b>At the end of the course, the student will have the ability to:</b>	<b>PO's Mapped</b>	<b>Strength of Mapping</b>
CMB402.08	CO 8	Use online services like travel hospitality, recruitment, publishing, entertainment and e-learning	PO 6,PO8	2
CMB402.09	CO 9	Define mobile commerce and its framework, growth benefits and limitations	PO 1,PO4	1
CMB402.10	CO 10	Determine the information distribution for mobile networks in multimedia content	PO 4	2
CMB402.11	CO 11	Describe the method how to publish mobile networks and mobile payment models in multimedia.	PO2, PO6,PO8	3

**3 = High; 2 = Medium; 1 = Low**

#### **IX. MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES:**

<b>COs</b>	<b>Program Outcomes (POs)</b>							
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>
CO 1	3					2		
CO 2		1						2
CO 3								3
CO 4	2			2				1
CO 5	3					1		
CO 6				1				
CO 7						1		3
CO 8						1		3
CO 9	1			1				
CO 10				2				
CO 11		2				3		3

**3 = High; 2 = Medium; 1 = Low**

#### **X. ASSESSMENT METHODOLOGIES – DIRECT**

CIE Exams	PO1, PO2, PO4, PO6, PO8	SEE Exams	PO 1, PO 2, PO 4, PO6, PO 8	Assignments	PO 1,PO 8	Seminars	PO4 PO6
Laboratory Practices	-	Student Viva	-	Mini Project	-	Certification	-
Term Paper	-						

## XI. ASSESSMENT METHODOLOGIES - INDIRECT

✓	Early Semester Feedback	✓	End Semester OBE Feedback
✗	Assessment of Mini Projects by Experts		

## XII. SYLLABUS

<b>UNIT-I</b>	<b>BUSINESS OVERVIEW</b>
Traditional commerce vs. e-commerce, e-commerce and e-business categories of e-commerce development and growth of e-commerce advantages and disadvantages of e-commerce international nature of e-commerce.	
<b>UNIT-II</b>	<b>E-BUSINESS INFRASTRUCTURE</b>
E Commerce architectural framework, the internet and www-internet protocols, internet, intranet and extranets, internet connection options, security issues in e commerce environment, encryption techniques payment systems types of payments legal, ethical and tax issues in e-commerce..	
<b>UNIT-III</b>	<b>ONLINE MARKETING AND SUPPLY CHAIN MANAGEMENT</b>
Online marketing, business models of e marketing, online advertisement, advertisement methods and strategies online retailing e-auctions.  Supply chain management-procurement process and the supply chain types of procurement, multi-tier supply chains and trends in supply chain management.	
<b>UNIT-IV</b>	<b>ONLINE SERVICES</b>
Online financial services, online banking and brokerage, online insurance services, online real estate services, travel services online, hospitality services online, recruitment services online, publishing services online entertainment, e-learning.	
<b>UNIT-V</b>	<b>MOBILE COMMERCE</b>
Definition of mobile commerce, mobile commerce framework, growth of mobile commerce benefits and limitations of mobile commerce mobile network infrastructure, information distribution for mobile networks multimedia content, publishing, mobile payment models, mobile commerce applications	
<b>Text Books:</b>	
1. Gary P. Schneider, "Ecommerce-Strategy, Technology and Implementation", Cengage Learning, India Edition. 2. Kenneth C. Laud on, Carol Guercio Traver, "E-commerce-Business", Technology, 3. Bharat Bhasker, "Electronic Commerce Framework, Technologies and Applications", 3 <sup>rd</sup> Edition. Tata McGraw, Hill.	
<b>Reference Books:</b>	
1. Efraim Turban, Tae Lee, David King and H. Michael Chung, "Electronic Commerce, Managerial Perspective", Pearson Education Asia 2. CSV Murthy, "E-commerce-Concepts, Models and Strategies", HPH. 3. J. Christopher Westland and Theodore H K Clark, "Global Electronic Commerce, Theory and Case Studies", Oxford Universities Press.	

## XIII. COURSE PLAN:

The course plan is meant as a guideline. Probably there may be changes.

Lecture No	Topics to be covered	Course Outcomes (COs)	Reference
1-2	Trends in e-commerce market opportunities in business, important concepts and meanings,	CO 1	T1&T2
3-4	Importance of e-commerce ,process and also its objectives	CO 2	T2

Lecture No	Topics to be covered	Course Outcomes (COs)	Reference
5-7	Integrating business development, strategy and E Commerce architectural framework	CO 2	T3
8-9	Difference between intranet and extranets Understand motiva and performance, Aligning.	CO 3	T1
10-11	performance systems and its process, Design with learning process	CO 3	T1&T3
12-13	Effective reward system strategies and basic phases in performance strategy	CO 3	T2
14-15	The performance need analysis (PNA) model,	CO 4	T2
16-17	Performances need analysis and design of appraisal	CO 4	T1,T2&T3
18-19	Organizational constraints, Developing objectives, facilitation of learning and performance.	CO 4	T1
20-21	Transfer to the job, design theory	CO 5	T2
22-23	Matching methods without comes	CO 5	T3
24-25	Lectures and demonstrations. Games and simulations, OJT	CO 5	T3&T2
26-27	Performance management and employee development methods	CO 6	T2
28-29	Computer based appraisal (CBA).	CO 6	T1&T2
30-33	Development of Performance management skills implementation, transfer of performance.	CO 7	T2
34-35	Major players in , measuring results and behaviors and development	CO 8	T3
36-37	Rational for evaluation, resistance to performance evaluation.	CO 9	T1&T2
37-38	Types of evaluation.	CO 10	T1
39-40	gathering performance information	CO 11	T1&T2
41-42	Implementing a performance management system, cross functional teams,.	CO 11	T3
43-44	Appraisal for performance management.	CO 12	T1&T2
44-45	Competency mapping	CO 12	T1&T3

#### XIV. GAPS IN THE SYLLABUS - TO MEET INDUSTRY / PROFESSION REQUIREMENTS:

S No	Description	Proposed actions	Relevance with POs
1	Different types of commerce concepts and e-commerce development and growth	Seminars	PO 1
2	Advantages and limitations of e-business system and e-commerce system	Guest Lectures	PO 2
3	Importance and disadvantages and classification of E Commerce architectural framework.	Seminars	PO 6,PO 8

#### Prepared by:

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**HOD-MBA**