

Elective Course 4: Digital Business

Course Type:	PS: Program Specialisation	Course Credits:	2
Course Code:	S3SE512	Course Duration:	30 Hours

Course Objective:

- To introduce foundational concepts, strategies, and models of digital business.
- To equip students with analytical skills to evaluate digital transformation opportunities. To foster understanding of digital innovation, business models, and technology-driven business strategies.
- To develop practical capabilities in managing online platforms, e-commerce, and digital customer experiences.
- To cultivate awareness of ethical, regulatory, and cybersecurity considerations in digital business operations.

Course Outcomes:

- CO1: Understand the introduction to digital business, framework of drivers of digital business-, mobile, cloud computing, social media;
- CO2: Analyze Retailing in e- business-products and services, consumer behavior
- CO3: Evaluate the digital business support services- e-CRM, e-SCM, e- banking, ERP, mobile computing
- CO4: Compare digital business applications and infrastructure, IAAS, SAAS, PAAS, information super highway, collaboration tools and Legal, Ethics and Societal impacts of E- Business, for value creation.
- CO5: Design the E-Business Strategy for effective Implementation of digital business and E - Business project

Unit/ Module	Content	CO Mapping	Hours Assigned
1	Introduction to Digital Business. Background and current status, E-market places, structures, mechanisms, economics and impacts Difference between physical economy and digital economy.	CO1, CO2	3

2	Drivers of digital business- Big Data & Analytics, Mobile, Cloud Computing, social media, BYOD, and Internet of Things (digitally intelligent machines/services) Opportunities and Challenges in Digital Business.	CO1, CO2	3
3	Overview of E- Business. E-Business-Meaning, retailing in e-Business-products and services, consumer behaviour, market research and advertisement B2B-E-Business-selling and buying in private e- markets, public B2B exchanges and support services, e-supply chains, Collaborative Commerce, mobile commerce and pervasive computing.	CO1, CO2	3
4	Digital Business Support services- e-CRM, e- SCM, e-banking, ERP as e – business backbone, Mobile Computing	CO3	3
5	Understanding -Building Digital business Applications and Infrastructure, IAAS, SAAS, PAAS, information superhighway, collaboration tools	CO4	3
6	Managing E-Business-Managing Knowledge, Management skills for e-business, Technology integration, Launching a successful digital and online business and E - Business project,	CO5	3
7	Legal, Ethics and Societal impacts of E-Business, Managing Risks in e –business Security Threats to e-business -Security Threats, Encryption, Cryptography,	CO4	3

	Digital Signatures, Digital Certificates		
8	E-Business Strategy- E- Business Strategy and Implementation, E Business Models, E Business strategy and global E-Business, Economics and Justification of E-business, Strategic formulation- Analysis of Company's Internal and external environment, Selection of strategy, E- business strategy into Action, challenges and E-Transition	CO4, CO5	5
9	Emerging Trends in Digital Business and Model with related case studies	CO4, CO5	4

Textbooks:

1. David Rogers, " The Digital Transformation Playbook-Rethink your Business for the Digital Age, Colombia Business School Publishing 2016

Reference Books:

1. Sunil Gupta, Driving Digital Strategy, A Guide to Reimagining Your Business".
2. Aaron Brooke, "Digital Transformation with data verse", bpb,2022