



Semester: IV				
Course Title: EMERGING TRENDS IN E-BUSINESS				
Course Code: B2BC230411T			Credits: 4	
Classes/week : 4			Marks: 100	
Category: Minor				
Theory/Practical/Composite : Theory				
No. of Units : 5				
<p>Course Overview: This course provides learners with a comprehensive understanding of E-Business, covering key concepts such as E-Commerce, M-Commerce, Social Commerce, and emerging online business and revenue models along with their evolving trends. It explores diverse digital marketing practices, including advanced SEO techniques, content and influencer marketing, personalization, and data-driven advertising strategies. The course examines the digital transformation of business processes through ERP, CRM, and SCM, with a focus on sustainability, innovation, and e-startup ecosystems. It further analyzes digital payment systems, including mobile wallets, contactless and digital currency-based transactions, along with associated security challenges. Additionally, it evaluates the impact of emerging technologies such as Artificial Intelligence, Blockchain, Cloud Computing, IoT, AR/VR, and Big Data Analytics on E-Business, while addressing ethical considerations. Learners will gain insights into current and emerging trends, enabling them to assess real-world business scenarios and anticipate future opportunities and challenges in the digital economy.</p>				
Course Outcomes: By the end of this course, learners will be able to:				
CO1: Recall and explain key concepts of E-Commerce, M-Commerce, Q-Commerce, Social Commerce, and online business and revenue models, along with their components and emerging trends.				
CO2: Apply digital marketing tools and techniques, including advanced SEO, content strategies, and data-driven advertising, to enhance online business performance.				
CO3: Analyze the role of ERP, CRM, and SCM in driving digital transformation and examine their contribution to sustainability and innovation in business processes.				
CO4: Evaluate digital payment systems, including mobile wallets, contactless and digital currency-based transactions and differentiate between various digital payment systems along with associated security challenges.				
CO5: Analyze the impact of emerging technologies such as Artificial Intelligence, Blockchain, Cloud Computing, IoT, Big Data Analytics on E-Business, considering ethical implications.				
CO6: Design innovative, context-sensitive E-Business solutions by synthesizing digital marketing strategies, enterprise systems, payment architectures and emerging technological capabilities.				
Prerequisites: A basic understanding of business processes, marketing fundamentals, and computer applications is expected to grasp E-Business concepts and digital trends; no prior knowledge of advanced technologies is required.				
SYLLABUS				
Unit with Topic Name	Content	Number of Classes	CO Mapping	Cognitive Level
I. Introduction to E-Business Trends	Overview - E-Commerce, M-Commerce, U-Commerce, Q-Commerce, Social Commerce; Smart Governance; Online Business Models - Concept, Key Components, Trends in	10	CO1 CO6	K1(Remember) K2(Understand) K6 (Create)



	Freemium. Dropshipping, D2C, Razor and Blade, Podcasting; Online Revenue Models; Sustainable Goals			
II. Digital Marketing Trends	Overview, Types of Digital Marketing - Content and Visual Marketing Trends (Video Marketing and Live Streaming, Visual and Interactive Content), Influencer Marketing, Voice Search Optimization and Conversational Marketing; Visual Search, Advanced SEO Techniques & Strategies; Chatbots, Personalization; Online Advertising and Branding Trends- Programmatic Advertising; Digital Marketing Metrics & KPI	20	CO2 CO6	K3 (Apply) K6 (Create)
III. Digital Transformation of Business Landscape	Major Trends in: ERP (Concept- Cloud-based ERP Solutions. Mobility and User Experience); CRM (Concept- Data-Driven E-CRM, Omni-Channel Customer Experience, Social CRM, Mobile CRM); SCM (Concept- Sustainable E-SCM: Green Supply Chain Initiatives, Circular Economy, and Reverse Logistics); Concept of E-Startup	15	CO3 CO6	K4 (Analyze) K6 (Create)
IV. Digital Payment Trends	Concept - Contactless Payment, Mobile Wallet, Voice-Activated Payments, Digital Currencies; Security Challenges	05	CO4 CO6	K4 (Analyze) K5 (Evaluate) K6 (Create)
V. Technological Trends in E-Business	Impact of Emerging Technologies on E-Business: Artificial Intelligence, Blockchain, Cloud, IoT, Augmented Reality, Virtual Reality, Robotics, Drone, Big Data Analytics; Ethical Issues	10	CO5 CO6	K4 (Analyze) K6 (Create)

**** Relevant case studies will be incorporated to facilitate practical understanding and application of concepts covered in each unit.**

Text Books

1. P.T.Joseph SJ, E-Commerce : An Indian Perspective, PHI
2. Nigel Vaz, Digital Business Transformation, Wiley
3. Shakti Kundu, Digital Marketing Trends and Prospects, BPB Publications
4. Jaspal Singh, Digital Payments in India: Background, Trends and Opportunities, NewCentury Publications



5. Simon Kingsnorth, Digital Marketing Strategy: An Integrated Approach to Online Marketing, Kogan Page Ltd
Suggested Readings
1. Dave Chaffey, David Edmundson-Bird, Tanya Hemphill, Digital Business and E-Commerce Management, Pearson
2. Carol Traver, Kenneth Laudon, E-Commerce 2023: Business, Technology, Society, Pearson
3. Paul Leonardi, Tsedal Neeley, The Digital Mindset: What It Really Takes to Thrive in the Age of Data, Algorithms, and AI, Harvard Business Review Press
4. Mehul Patel, CRM Integrates With ERP, Redshine Publication
5. Goldink Books, E-Commerce Business through Social Media Marketing, Goldink Publishers LLC
Web Resources
1. https://prometai.app/blog/how-to-start-an-online-business-startup-guide
2. https://skillfloor.com/blog/advanced-seo-techniques-for-digital-marketing-experts
3. https://brainstreamtechnolabs.com/dropshipping-business-model-explained-a-complete-beginners-guide/
4. https://www.tvscientific.com/insight/digital-marketing-kpis
5. https://rheaply.com/blog/reverse-logistics/
6. https://www.digitalsilk.com/digital-trends/ecommerce-technology/
7. https://theecommmanager.com/ecommerce/ecommerce-technology-trends/

****Latest edition of the book is recommended.**

Course outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive levels
CO1	Recall and explain key concepts of E-Commerce, M-Commerce, Q-Commerce, Social Commerce, and online business and revenue models, along with their components and emerging trends.	K1 (Remember) K2 (Understand)
CO2	Apply digital marketing tools and techniques, including advanced SEO, content strategies, and data-driven advertising, to enhance online business performance.	K3 (Apply)
CO3	Analyze the role of ERP, CRM, and SCM in driving digital transformation and examine their contribution to sustainability and innovation in business processes.	K4 (Analyze)
CO4	Evaluate digital payment systems, including mobile wallets, contactless and digital currency-based transactions and differentiate between various digital payment systems along with associated security challenges.	K4 (Analyze) K5 (Evaluate)
CO5	Analyze the impact of emerging technologies such as Artificial Intelligence, Blockchain, Cloud Computing, IoT, Big Data Analytics on E-Business, considering ethical implications.	K4(Analyze)
CO6	Design innovative, context-sensitive E-Business solutions by synthesizing digital marketing strategies, enterprise systems, payment architectures and emerging technological capabilities.	K6 (Create)