



Semester IV			
Course name: EMERGING TRENDS IN E-BUSINESS			
Course code: B2BC230411T			
Course Credits: 4			
Pedagogy: Classrooms lecture, Case studies, Assignments & Seminar			
Course Description: This course explores the key aspects of the digital business landscape. Students will get detailed ideas about E-Commerce trends, digital marketing, business transformation, digital payments, and the impact of cutting-edge technologies on E-Business.			
Learning Objectives: The course aims to help learners to acquire conceptual knowledge of. LO1. E-Commerce, M-Commerce, Social Commerce and various online business models, including their components and trends LO2. Diverse digital marketing types, advanced SEO techniques, and online advertising trends to enhance marketing strategies LO3: Digital transformation of business processes through ERP, CRM, SCM, and explore sustainable and innovative initiatives LO4: Digital payment concepts, including Contactless Payment, Mobile Wallets, and address associated security challenges LO5: Impact of emerging technologies such as AI, Block chain, Cloud, and Big Data Analytics on E-Business and address ethical considerations			
Course Outcomes: On successful completion of the course, students will be able to: CO1. Demonstrate a deep understanding of E-Business trends, models, and components CO2. Apply digital marketing strategies and advanced SEO techniques in practical scenarios CO3: Comprehend strategic aspects of digital transformation in ERP, CRM, and SCM, considering sustainability CO4: Propose solutions to address security challenges associated with digital payment methods CO5: Understand the impact of emerging technologies on E-Business, considering ethical implications.			
Unit No.	Unit Name	Topics	Nos. of lectures
1	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 Freemium. Dropshipping, D2C, Razor and Blade, Podcasting; Online Revenue Models; Sustainable Goals	10
2	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	15
3	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	20



		Initiatives, Circular Economy, and Reverse Logistics); Concept of E-Startup	
4	Digital Payment Trends	Concept - Contactless Payment, Mobile Wallet, Voice-Activated Payments, Digital Currencies; Security Challenges	5
5	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	15

**** Case Studies to be discussed against each chapter**

SUGGESTED TEXT BOOKS/ READING MATERIALS:

1. Dave Chaffey, E-Business and E-Commerce Management: Strategy, Implementation and Practice, Pearson
2. GoldInk Books, E-Commerce Business through Social Media Marketing: Simple Steps to Start your E-Commerce Brand/Company through Facebook and Instagram Marketing, Goldink Publishers LLC
3. Ajay Dutta, Chetna Monga, Sanjay Kumar Bahl, Emerging Trends in e-Commerce, Norton Press
4. V.M. Rao, E-Governance, ABD Publishers
5. Sidney Laurence Huff, Michael Wade, Scott L. Schneberger, Sid L. Huff, Cases in Electronic Commerce, McGraw-Hill Higher Education
6. Shakti Kundu, Digital Marketing Trends and Prospects, BPB Publications
7. Dimitris N. Chorafas, "Integrating ERP, CRM, Supply Chain Management, and Smart Materials", CRC Press
8. Kenneth C. Laudon, Jeffrey Travis, E-commerce: Business, Technology, Society, Pearson
9. P.T.Joseph SJ, E-Commerce: An Indian Perspective, PHI
10. Nigel Vaz, Digital Business Transformation, Wiley

E-Resources:

<https://www.digitalsilk.com/digital-trends/ecommerce-technology/>

<https://theecommanager.com/ecommerce/ecommerce-technology-trends/>

**Latest edition of the book is recommended*