



Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research (IICMR)
Approved by AICTE, Permanently Affiliated to SP Pune University,
Recognized by DTE, Government of Maharashtra, NAAC Re-accredited



Criterion 1 – Curricular Aspects
Key Indicator - 1.1 1.1 Curricular Planning and Implementation

Metric 1.1.1

The Institution ensures effective curriculum planning and delivery through a well-planned and documented process including Academic calendar and conduct of continuous internal Assessment

Sample Course File



Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research(IICMR)

Approved by AICTE, Permanently Affiliated to SP Pune University,
Recognized by DTE, Government of Maharashtra, NAAC Re-accredited
Ranked Platinum Category by AICTE-CII for Industry Linked Technical Institute
Awarded Best Management Institute for Industry Interface by CEQR

MBA@IICMR

Course File

Course Name: Generic Core Digital Business

Course Code: GC-106

Sr. No.	Particulars	Page No.
1.	Syllabus	1-2
2.	Individual Time table	3-4
3.	Session Plan	5-13
4.	Course Outcome	14
5.	Program Outcome	15
6.	CO-PO Mapping with Justification	16-18
7.	Comprehensive Concurrent Evaluation (CCE)	19-21
8.	Sample University Question Paper	22-23

Faculty Name: Ms. Dipti Anil Bajpai

Place: MBA@ IICMR



Suggested Text Books:

1. Marketing Management, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson
2. Marketing Management, Rajan Saxena, TMGH
3. Marketing, Lamb Hair Sharma, Mc Daniel, Cengage Learning

Suggested Reference Books:

1. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson
2. Marketing Management- Text and Cases, Tapan K Panda, Excel Books
3. Marketing Management, Ramaswamy & Namakumari, Macmillan.
4. Marketing Whitebook

Semester I		106 – Digital Business
3 Credits	LTP: 2-1-1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO106.1	REMEMBERING	DESCRIBE the conceptual framework of e-commerce, mobile commerce and social commerce.
CO106.2	UNDERSTANDING	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
CO106.3	APPLYING	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
CO106.4	ANALYSING	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
CO106.5	EVALUATING	ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
CO106.6	CREATING	DISCUSS the various applications of Digital Business in the present day world.

1. **Electronic Commerce:** The Digital Revolution and Society, The Digital and Social Worlds - The Digital Economy, The Digital Enterprise, Virtual Communities, Online Communities, Defining Electronic Commerce, Emerging E-Commerce Platforms, E-Business, Electronic Markets and Networks; The Content and Framework of E-Commerce, Classification of E-Commerce by the Nature of the Transactions and the Relationships Among Participants, E-Commerce Business Models, Integrating the Marketplace with the Marketplace, Web 2.0, Drivers, Benefits and Limitations of E-Commerce, Impact of E-Commerce on business, government, customers, citizens and society. (7+2)
2. **Mobile Commerce, Social Commerce and IoT:** Mobile Commerce, Attributes Applications and Benefits of M-Commerce, Mobile Marketing - Shopping and Advertising. **Social Commerce:** Social Commerce, Social Business (Enterprise), Social Business Networks and Social Enterprise, Social Media, Platforms for Social Networking; Social Media Marketing, Enterprise 2.0, Improved Business Models, Entrepreneur Networks, Enterprise Social Networks, The Benefits and Limitations of Social Commerce, Benefits to Customers, Retailers, Employees, players in the ecosystem. Social Collaboration (Collaboration 2.0) - Essentials of Social Collaboration, Consumer-to-Consumer Electronic Commerce (C2C), Person-to-Person models. **Internet of Things:** Concept of IoT, Smart Homes and Appliances, Smart Cities, Smart Cars, Wearable Computing and Smart Gadgets. (7+2)
3. **Digital Business Ecosystem:** Electronic Commerce Mechanisms, Online Purchasing Process, E-Marketplaces - Types, Components and Participants, Disintermediation and Reintermediation; Customer Shopping Mechanisms - Webstores, Malls, and Portals, Webstores, Electronic Malls, Web (Information) Portals. **Intermediaries:** Roles of Intermediaries in E-Marketplaces, Merchant Solutions: Electronic Catalogs, Search Engines, and Shopping Carts, Electronic Catalogs, E-Commerce Search Activities, Auctions - Traditional Auctions Versus E-Auctions, Dynamic Pricing. **Changing Supply Chains:** Structure of the Supply Chain, EC Order Fulfillment Process, Speeding Up Deliveries, Partnering Efforts and Outsourcing Logistics, Order Fulfillment in Make-to-Order (MTO) and Mass Customization. **Digital Payments:** Smart Cards, Stored-Value Cards, EC Micropayments, Payment Gateways, Mobile Payments, Digital and Virtual Currencies, Security, Ethical, Legal, Privacy, and Technology Issues. (7+2)



4. **Digital Business Applications - I: Electronic Retailing:** B2C Electronic Retailing, Characteristics, Advantages, Limitations, E-Tailing Business Models, Classification of Models by Distribution Channel, Referring Directories, Malls with Shared Services, Social Shopping – Concept, Benefits and Drivers, Social Shopping Aids – Recommendations, Reviews, Ratings, and Marketplaces, Real-Time Online Shopping, The Online Versus Off-Line Competition, Click-and-Brick models, Product and Service Customization and Personalization. **Fintech:** E-Banking, Mobile Banking, Pure Virtual Banks, Insurance, and Stock Trading, Other Mobile Finance Applications. **Digital Government:** Government-to-Citizens, Government-to-Business, Government-to-Government, Government-to-Employees Models, Internal Efficiency and Effectiveness, E-Government and Social Networking, M-Government. **E-Learning, E-Training, and E-Books:** Basics of E-Learning, Characteristics, Advantages, Limitations, Distance Learning and Online Universities, Online Corporate Training, Social Networks and E-Learning, E-Learning Management Systems, Electronic Books. **(7+2)**

5. **Digital Business Applications - II: Online Travel and Tourism Services:** Characteristics of Online Travel, Benefits, Limitations, and Competition in Online Travel Services. **E-Employment:** Online Job Market, Social Networks Based Job Markets, Social Recruiting, Virtual Job Fairs and Recruiting Events, Benefits and Limitations of the Electronic Job Market. **E-Health:** Definition, Electronic Medical Record Systems (EMR), Doctors' System, Patients Services, Medical Devices and Patients Surveillance. **Entertainment, Media & Gaming:** Service Industry Consumer Applications, Digital Products, Internet TV and Internet Radio, Social Television (TV) Mobile Entertainment, Mobile Marketing, Mobile Streaming Music and Video Providers, Entertainment in Cars; Gaming - Mobile Games, Social Games and Gamification, Business of Social Games, Educational Social Games; Mobile Gambling, Mobility and Sports; Social Entertainment. **(7+2)**

Note: The focus of the entire course should be on business issues and not merely on technology.

Suggested Text Books:

1. Introduction to E Commerce & Social Commerce, Turban E., Whiteside J., King D., Outland J Springer
2. E-Business and E-Commerce Management- Strategy, Implementation and Practice, Dave Chaffey, Pearson Education.
3. Electronic Commerce – A Managerial Perspective, Efraim Turban, David King, Dennis Viehland, Jae Lee, Pearson Education.

Semester II		201 – Marketing Management
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

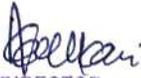
Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO201.1	REMEMBERING	DESCRIBE the key terms associated with the 4 Ps of marketing.
CO201.2	UNDERSTANDING	COMPARE and CONTRAST various approaches to pricing for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.3	APPLYING	DEMONSTRATE an understanding of various channel options for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.4	ANALYSING	EXAMINE the product line of a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.5	EVALUATING	EXPLAIN the role of various communication mix elements for a real world marketing offering (commodities, goods, services, e-products/ e-services.)
CO201.6	CREATING	DESIGN a marketing plan for a real world marketing offering (commodities, goods, services, e-products/ e-services.)

1. **Product:** Meaning, The Role of Product as a market offering, Goods & Services Continuum, Classification of consumer products- convenience, shopping, shopping, unsought goods. Classification of industrial products- materials and parts, capital items, supplies and services. The Product Hierarchy, Product Systems and Mixes, Product Line Analysis, Product Line Length, The Customer Value Hierarchy. New Product Development - Need, Booz Allen & Hamilton Classification Scheme for New Products, New Product Development Process - Idea Generation to commercialization. Branding: Concept, Definition, Commodity Vs. Brand, Product Vs Brand, Concept of Brand equity. **(7 + 2)**
2. **Pricing:** Meaning, The Role of Pricing, Importance and Factors influencing pricing decisions. Setting the Price: Setting pricing objectives, Determining demand, Estimating costs, Analyzing competitors' pricing, Selecting pricing



Page 40 of 273


DIRECTOR
Institute of Industrial & Computer Management & Research [I.I.C.M.R.]
Nigdi, Pune - 411 044



**Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research (IICMR)**

Approved by AICTE, Permanently Affiliated to SP Pune University
Recognized by DTE, Government of Maharashtra, NAAC Re-accredited
Revised Platinum Category by AICTE-CO for Industry Linked Technical Institute
Awarded Best Management Institute for Industry Interface by CEMR

MBA@IICMR

Time Table for Academic year 2022-2023 Div. 1

Session	Timing	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
		Div I	Div I	Div I	Div I	Div I	Div I	
1	09.30 am to 10.30 am	MA	DAF	BOM	BOM	MF	DB	
2	10.30 am to 11.30 am	EABD	BRM	BRM	MA	BOM	BRM	
3	11.30 am to 12.30 pm	BRM	MA	OB	ED	DAF	MA	
4	12.30 pm to 01.30 pm	Lunch Break						
5	01.30 pm to 02.30 pm	DB	DB		OB	DB	EABD	
6	02.30 pm to 03.30 pm	Certification	OB	SDP/ CEP	Certification	EABD	OB	
7	03.30 pm to 04.30 pm		BOM			ED	INZWIZ/LIBRARY	
8	04.30 pm to 05.30 pm	MF	Certification		EABD	Certification	Mentoring/ IICMR Today	
9	05.30 pm to 06.30 pm							

Prepared by
Dr. Madhura Deshpande
Mr. Dileep Pawar



Verified by
Dr. Vinod Bhelose
Academic Coordinator



Approved by
Dr. Manisha Kulkarni
HOD, MBA@IICMR

Director
DIRECTOR
Institute of Industrial & Computer
Management & Research (I.I.C.M.R.)
Nigdi, Pune - 411 044.



**Audyogik Tantra Shikshan Sanstha's
Institute of Industrial and Computer Management and Research (IICMR)**

Approved by AICTE, Permanently Affiliated to SP Pune University
Recognized by DTE, Government of Maharashtra, NAAC Re-accredited
Revised Platinum Category by AICTE-CO for Industry Linked Technical Institute
Awarded Best Management Institute for Industry Interface by CEMR

MBA@IICMR

Time Table for Academic year 2022-2023 Div. 2

Session	Timing	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
1	09.30 am to 10.30 am	BOM	MA	EABD	DB	EABD	BOM	
2	10.30 am to 11.30 am	MF	OB	MF	EABD	OB	OB	
3	11.30 am to 12.30 pm	MA	DAF	BOM	BOM	BRM	DB	
4	12.30 pm to 01.30 pm	Lunch Break						
5	01.30 pm to 02.30 pm	OB	EABD	SDP/ CEP	MA	MA	BRM	
6	02.30 pm to 03.30 pm	BRM	Certification		BRM	Certification	DAF	
7	03.30 pm to 04.30 pm	ED			ED		INZWIZ/LIBRARY	
8	04.30 pm to 05.30 pm	Certification	DB		Certification	DB	Mentoring/ IICMR Today	
9	05.30 pm to 06.30 pm							

Prepared by
Dr. Madhura Deshpande
Mr. Dileep Pawar



Verified by
Dr. Vinod Bhelose
Academic Coordinator



Approved by
Dr. Manisha Kulkarni
HOD, MBA@IICMR

Director
DIRECTOR
Institute of Industrial & Computer
Management & Research (I.I.C.M.R.)
Nigdi, Pune - 411 044.



Anshu Vikas Niketan Samithi's
Institute of Industrial and Computer Management and Research
 (Affiliated to SP Jain University, Approved by AICTE, New Delhi, Recognized by Govt. of Maharashtra)
 Reaccredited by NAAC & Best BCT B-School in Pune
 MBA & ICMR

Course Code & Course Name: I05 - Digital Business

Div. 1

MBA-4 Year Sem. 1

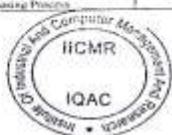
Name of Faculty Member: Ms. Digni Anil Daga

Credit: 1

Sr No.	Unit	Proposed Date	Proposed Topic And Syllabus	Completion Date	Teaching Methodology	Course Outcome	Comments
<p>Best Book - from syllabus & out of syllabus: 1) Introduction to E-Commerce & Social Commerce, Tishan E., Whitehead J., King D., Oxford (Springer 2) Digital Business: Moulding Transformation and Innovation, Anshu Agard</p>							
1	Unit 1	12/12/2022	The Digital Revolution and Society, The Digital and Social Worlds - The Digital Economy, The Digital Enterprise	13/12/2022	Discussions and Video	CO2	Learner is able to discuss the changes in business and society due to digital revolution
2		12/18/2022	Virtual Communities, Online Communities, Defining Electronic Commerce, Electronic markets and Networks The Content and Framework of E-Commerce	12/15/2022	Powerpoint, Discussion with examples	CO1, CO2	Learner has acquired awareness of e-commerce framework and how the technical specifications function for e-commerce
3		12/16/2022	E-Business, Classification of E-Commerce by the Nature of the Transactions and the Relationship Among Participants, E-Commerce Business Models	12/16/2022	Powerpoint, Discussion with examples	CO3	Learner is able to define, classify and identify the various e-commerce business models
4		12/17/2022	Business Model Canvas of e-commerce businesses	12/17/2022	Activity	CO6	Learner is able to create a business model canvas for e-commerce businesses
5		12/19/2022	Integrating the Marketplace with the Marketplace, Web 2.0 Drivers, Benefits and Limitations of E-Commerce, Impact of E-Commerce on business, government, customers, citizens and society	12/19/2022	Powerpoint, Discussion with examples	CO2, CO5	Learner is able to discuss the benefits, limitations and impact of E-Commerce on business, government, customers, citizens and society
6		12/20/2022					CCE 1- Case Study



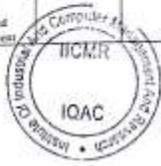
7	Unit 2	12/20/2022	Mobile Commerce, Attributes Appraisals and Benefits of M-Commerce, Mobile Marketing - Shopping and Advertising	12/20/2022	Powerpoint, Discussion with examples, Activity: creating a mobile advertisement	CO2, CO3	Learner is able to define mobile commerce, narrate its benefits, identify various ways of mobile marketing and shopping
8		12/21/2022	Social Commerce, Social Commerce, Social Business, (E)commerce, Social Business Networks and Social Enterprise, Social Media, Platforms for Social Networking, Social Media Marketing, Enterprise 2.0, Intra- and Business Models	12/25/2022	Case study and Powerpoint presentation	CO3	Learner is able to differentiate between traditional commerce and social commerce, traditional enterprise and social enterprise. Learner also knows the evolution of enterprise 2.0 and new evolved business models
9		12/24/2022	Industry expert session (NG, W, JN) Unit 1 & Unit 2	12/24/2022	Expert session On Unit 1 & 2	CO6	Learner knows the real world application of the concepts learned
10		12/25/2022	Enterprise Networks, Enterprise Social Networks - The Benefits and Limitations of Social Commerce, Benefits to Customers, Retailers, Employees, players in the ecosystem	12/25/2022	Powerpoint with examples	CO1, CO2, CO3	Learner knows enterprise networks and its importance and the benefits of social commerce to the customers
11		03/2023	Social Collaboration (Collaborative 2.0) - Benefits of Social Collaborations, Consumer-to-consumer Electronic Commerce (C2C), Person-to-Person models	1/3/2023	Case study and Powerpoint presentation	CO1, CO2, CO3	Learner is able to express the need and importance of social collaboration in the digital business ecosystem
12		18/2023	Internet of Things: Concept of IoT, Smart Homes and Appliances, Smart Cities, Smart Cars, Wearable Computing and Smart Gadgets	1/8/2023	Video and Discussion	CO2	Learner knows the changes in business and society that arose due to internet of things
13		1/2023	Review and Recap of Unit 2	1/7/2023			
14		1/9/2023	Electronic Commerce Mechanisms, Online Purchasing Process	1/9/2023	Powerpoint and Activity: Designing the online purchase process flow chart	CO1	Learner is able design online purchasing process



15	Unit 3	1/10/2023	E-Marketplaces - Types, Components and Participants, Determinants and Success Factors, Customer Shopping Mechanisms - Webstores, Malls, and Portals, Webstores, Electronic Malls, Web-Information Portals.	1/10/2023	Powerpoint and discussion	CO3	Learner know Webstores, Malls, and Portals, Webstores, Electronic Malls, Web-Information Portal and their importance in e-market places
16		1/13/2023	Intermediation: Role of Intermediaries in E-Marketplaces, Merchant Selection, Electronic Catalogs, Search Engines and Shopping Carts, Effects of Catalogs, E-Commerce Search Activities, Auctions - Traditional, Auctions Versus E-Auctions, Dynamic Pricing	1/13/2023	Discussion and discussion	CO1, CO4	Learners can define the different auction types and their difference from traditional auction. They can identify the role of e-catalogues in value creation and competitive advantage
17		1/14/2023	Changing Supply Chains: Structure of the Supply Chain, EC Order Fulfillment Process, Synthetic Life Deliveries, Return, E-Retro and Customizing Logistics, Order Fulfillment in Multi-Order (MTO) and Mass Customization	1/14/2023	Answer and Flipkart Video and Discussion	CO2, CO3, CO4	Learner knows the e-supply chain process
18		1/16/2023	Digital Payments: Smart Cards, Stored Value Cards, IC Merchants, Payment Gateways, Mobile Payments, Digital and Virtual Currencies, Security, Ethical, Legal, Privacy, and Technology Issues	1/16/2023	Video of online payment process and NPA payment gateway. Discussion of VISA payment system, Payment gateways and how they operate.	CO2, CO3, CO4	Learner got a clear understanding of how the payment gateways operate and their associated
19		1/16/2023					COE 3: Infographic



20	Unit 4	1/17/2023	Digital Business Applications - E-Electronic Retailing, B2C Electronic Retailing, Characteristics, Advantages, Limitations, E-Retail Business Models, Classification of Models by Distribution Channel, Refining Directories, Malls with Shared Services, Social Shopping - Concept, Benefits and Drivers, Social Shopping, Ads - Recommendations, Reviews, Ratings, and Marketers, Real-Time Online Shopping, The Online Vendor, Online Competition, Click-and-Book models, Product and Service Customization and Personalization.	1/17/2023	Group Activity and Presentation Discussion	CO2, CO3, CO4, CO5	Learners were able to discuss an existing e-retailing business, identify the models and digital tools used for value creation
21		1/20/2023	Finance: E-Banking, Mobile Banking, Pure Virtual Banks, Insurance, and Stock Trading, Other Mobile Finance Applications	1/20/2023	Presentation and example	CO4, CO5, CO6	Learner knows the different types of Finance businesses evolving after digital revolution
22		1/23/2023	Digital Government: Government-to-Citizens, Government-to-Business, Government-to-Government, Government-to-Employees Models, Internal Efficiency and Effectiveness, E-Government and Social Networking, M-Government	1/23/2023	Powerpoint and Discussion	CO5, CO6	Learner is able to define the different digital government models and their effectiveness
23		1/24/2023	Digital Government: Government-to-Citizens, Government-to-Business, Government-to-Government, Government-to-Employees Models, Internal Efficiency and Effectiveness, E-Government and Social Networking, M-Government	1/24/2023	Computer Lab activity: Exploring online Government portals	CO6	Learner explored various Government websites and related them to the models studied



24	07/02/23	E-Learning, E-Training, and E-Books: Basics of E-Learning: Characteristics, Advantages, Limitations, Distance Learning and Online Universities, Delta Corporate Training, Social Networks and E-Learning, E-Learning Management Systems, Electronic Books	07/02/23	Group Activity and Presentation Discussion	CO2, CO3, CO4, CO6	Learner explored various e-learning, e-training and e-books available and their benefits in the digital business ecosystem.
25	17/02/23	Industry expert session (RNP & RNT) (Part 3, 17/14 & 19/14)	25/02/23	Report session on Unit 1 & 2	CO6	Learner knows the real world application of the concepts learned.
26	04/02/23	Online Travel and Tour Arrangement: Characteristics of Online Travel, Identifying Limitations, and Comparison in Online Travel Services	24/02/23	Group Activity and Presentation Discussion	CO2, CO3, CO4, CO6	Learner explored various online travel tourism services and able to list the benefits and challenges.
27	27/02/23	E-Employment: Online Job Market, Social Networks, Hybrid Job Markets, Social Recruiting, Virtual Job Fairs and Recruiting Events, Benefits and Limitations of the Electronic Job Market	24/02/23	Group Activity and Presentation Discussion	CO2, CO3, CO4, CO6	Learners able to differentiate between the benefits of online and offline recruiting and employment processes.
28	24/02/23	E-Health: Definition, Electronic Medical Record Systems (EMR), Doctors' System, Patients Services, Medical Devices and Patient Surveillance	27/02/23	Prepared and discussion	CO3 & CO4	Learners know the changes in the health industry as a result of digitization.



29	28/02/23	Entertainment, Media & Gaming Service Industry Consumer Applications: Digital Products, Internet TV and Internet Radio, Social Television (TV) Mobile Entertainment, Mobile Marketing, Mobile Streaming Music and Video Products, Entertainment in Cars, Gaming - Mobile Games, Social Games and Gamification, Business of Social Games, Educational Social Games, Mobile Gaming, Mobility and Sports, Social Entertainment	29/02/23	Group Activity and Presentation Discussion	CO2, CO3, CO4, CO6	Learners are able to explain the online media, entertainment and gaming service industry.
30	27/02/23	1. Pre-tester session of the Course	27/02/23	Batch clearing and guidance for Unassessd Exam	CO2, CO3, CO4, CO6	
31	27/02/23					

Signature of Control Faculty

[Handwritten Signature]



[Handwritten Signature]
 DIRECTOR
 Institute of Industrial & Computer
 Management & Research [I.I.C.M.R.]
 Nigdi, Pune - 411 044



Course Code & Level Name: MB - Third Semester

Sl. No.

MBA 1 Year Sem 3

Name of Faculty: Venkatesh H. Desai, Asst. Prof.

Page: 1

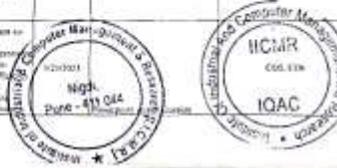
Key Book:
- None

11 (Regulations) F-Commerce @
Social Commerce, Tullman T.

Sl. No.	Sl. No.	Proposed Title	Proposed Paper and Subject	Completion Date	Teaching Methodology	Course Outcome	Comments
1	10101001		The Digital Revolution and Theory: The Digital and Social Worlds - The Digital Economy: The Rise of E-commerce.	01/10/2021	Discussions and Videos	CO1	Learner is able to discuss the changes in business and society due to digital revolution
2	10101002		Virtual Formulation, Online Communication, Mobile, Electronic Commerce, Electronic Auctions and Systems for the Customer and Transactors, B2B Commerce.	12/10/2021	Practicals, Discussions with examples	LO1, CO1	Learner has conceptual overview of e-commerce & especially get how the technical specifications function for the e-commerce.
3	10101003		B. Business, Characteristics of B2B Commerce in the context of the Transactions and the Role of the Buying Participants & Commerce Business Models	12/10/2021	Practicals, Discussions with examples	CO1	Learner is able to define clearly and clearly the customer e-commerce business models
4	10101004		Business Model Canvas of E-commerce Business	10/10/2021	Lecture	CO1	Learner is able to create a business model canvas for a e-commerce business
5	10101005		Integrating the Marketplace with the Marketplace, Web 2.0 Drivers, Needs and Limitation of E-Commerce, Impact of E-Commerce on business, government, customer, services and society	10/10/2021	Practicals, Discussions with examples	CO1, CO2	Learner is able to discuss the benefit, challenges and impact of E-Commerce on business, government, customer, services and society
COE 1 - Case Study							
6	10101006		Mobile Commerce, Mobile Application and Benefits of M-commerce, Mobile Marketing & Advertising and Advertising Social Commerce, Social Commerce, Social Business	12/10/2021	Practicals, Discussions with examples, Case study and Presentations	CO1, CO2	Learner is able to define mobile commerce as mobile as benefits, identify various ways of mobile marketing and identify the various ways the evolution of e-commerce to incorporate B to B and new e-commerce business models
7	10101007		Industry expert opinion (PPT) M-commerce Case Study	10/10/2021	Practicals, Discussions with examples	CO1, CO2, CO3	Learner knows the real world application of the concepts learned
8	10101008		Enterprise Networks, Enterprise Social Networks, The Benefits and Limitations of Social Commerce, Needs for Customers, Retailers, Suppliers, partners in the ecosystem	01/10/21	Practicals with examples	CO1, CO2, CO3	Learner knows enterprise networks and its importance and the benefits of social commerce to the customer
9	10101009		Social Collaboration of e-commerce, Collaborative Commerce, New e-commerce (C2C) by Peer-to-peer models	Case study and Presentations			Learner is able to explain the need and importance of social collaboration in the digital business ecosystem



13	10101010		Internet of Things: Concept of IoT, Smart Homes and Appliances, Smart Cities, Smart Cars, Wearable Computing and Smart Systems	10/10/21	Lecture Discussions	CO1	Learner knows the changes in business and society that occur due to internet of things
14	10101011		Business and Society of IoT	10/10/21			Discussion and Presentations
15	10101012		Electronic Commerce Mediators, Online Purchasing Process	10/10/21	Discussions and Activities	CO1	Learner is able to describe the online purchasing process
16	10101013		E-Marketing: Types, Components and Participants, Personalization and Recommendation, Customized Marketing Techniques	10/10/21	Practicals and Discussions	CO1	Learner know Webinars, Mail, and Forums, Webinars, Electronic Mail, Web Information Portal and their importance in e-market place
17	10101014		Intermediaries: Roles of Intermediaries in E-Marketing, Member Business, Affiliate, Language Search Engines and Mapping Tools, Electronic Commerce, E-Commerce Search Engines, Auctions, Traditional Auction Versus E-Auctions, Dynamic Pricing	10/10/21	Practicals and Discussions	CO1, CO2	Learner can define the different auction online and their difference from traditional auction. They can identify the role of a webpages in value creation and capture the advantage
18	10101015		Changes in the Choice Architecture of the Supply Chain, E-commerce Full-chain Process, Speeding Up Processes, Personalizing Supply and Distributing Logistics, Order Fulfillment in Multiple Order (MOT) and Multi-Channel	04/10/21	Assignment and Project Work and Discussion	CO1, CO2, CO3	Learner knows the supply chain process
19	10101016		Digital Payments: Smart Cards, Smart Meter Funds, Fintech Payments, Payment Gateways, Mobile Payments, Digital and Virtual Currencies, Assets, Smart Card, Funds, and Traditional Funds	01/10/21	Video of all the payment systems and MFA as per gateway, discussion of AHA, per use (QR), Payment gateway and how they operate	CO1, CO2, CO4	Learner can a clear understanding of how the payment gateway operates and their associated
COE 2 - Infographic							
20	10101017		Major Business Applications of Blockchain: Retail, B2C, B2B, B2G, Banking, Charitable, Advantages, Limitations, B-Taking Business Models, Classification of Smart Contracts: Smart Contracts, Auditing, Governance, Multi-use	10/10/21	Group Activity and Presentation	CO1, CO2, CO3, CO4	Learner can able to discuss on existing e-commerce business, identified the models and digital tools used for value creation
21	10101018		Consumer: Basics and Drivers, Social Shopping, Ads - Recommendations, Reviews, Ratings, and Metrics, Real Time Data Shipping, The Uber Versus Off-Line Commerce, Click and Brick models, Product and Service Customization and Personalization	10/10/21	Practicals and Examples	CO1, CO2, CO3	Learner knows the different types of French business models using digital revolution
22	10101019		Digital Government: Government to Citizens, Government to Business, Government to Government, Government to Employees Model, Internal ERP, HR, E-Governance, E-Governance and Social Networking, E-Governance	10/10/21	Practicals and Examples	CO1, CO2, CO3	Learner is able to define the effect of digital government models and their as a reference



23	1040201	Digital Government: Government-to-Citizens, Government-to-Business, Government-to-Government, E-Procurement-to-Employees Model, Internal Efficiency and Effectiveness, E-Government and Social Networking, M-Government	1040201	Prepare Lab activity Exploring online Government portals.	CO6	Learner explored various Government websites and related them to the models studied
24	1070201	E-Learning, E-Training, and E-Books: Basis of Learning, Characteristics, Advantages, Limitations, Distance Learning and Online Universities, Online Corporate Training, Social Networks and E-Learning, E-Learning Management Systems, Electronic Books	1070201	Group Activity and Presentation Discussion	CO2, CO3, CO4, CO6	Learner explored various e-learning, e-training and e-books available and their benefits in the digital business ecosystem
25	1080201	Industry experience (INZ WINZ) Use 1, Use 4 & Use 5	1080201	Expert session for Use 1 & 2	CO6	Learner knows the real world application of the concepts learned
26	1100201	Online Travel and Tourism Services (Characteristics of Online Travel), Benefits, Limitations, and Competition in Online Travel Services	1100201	Group Activity and Presentation Discussion	CO2, CO3, CO4, CO6	Learner explored various online travel tourism services and are able to list the benefits and challenges
27	1190201	E-Employment: Online Job Market, Social Networks Based Job Markets, Social Recruiting, Virtual Job Fairs and Recruiting Events, Benefits and Limitations of the Electronic Job Market	1190201	Group Activity and Presentation Discussion	CO2, CO3, CO4, CO6	Learners able to differentiate between the benefits of online and offline recruiting and employment processes
28	2180201	E-Health: Definition, Electronic Medical Record Systems (EMR), Doctors' System, Patients Services, Medical Devices and Patients Surveillance	2180201	Powerpoint and Discussion	CO3 & CO4	Learners know the changes in the health industry as a result of digitalization
29	2190201	Entertainment, Media & Gaming: Service Industry Consultant Applications: Digital Products, Internet TV and Internet Radio, Social Television (TV) Mobile Entertainment, Mobile Marketing, Mobile Streaming Music and Video Providers, Entertainment in Cars, Gaming - Mobile Games, Social Games and Gamification, Business of Social Games, Educational Social Games, Mobile Gambling, Mobility and Sports, Social Entertainment	2190201	Group Activity and Presentation Discussion	CO2, CO3, CO4, CO6	Learners are able to explain the online media, entertainment and gaming service industry
30	2140201	Conclusion session of the Course	2140201	Double clearing and guidance for University Exams	CO2, CO3, CO4, CO6	
31	2110201					CCE 3 Story Telling

Signature of Course Faculty

[Handwritten Signature]



[Handwritten Signature]
DIRECTOR
 Institute of Industrial & Computer
 Management & Research [I.I.C.M.R.]
 Nigdi, Pune - 411 044

Institute of Industrial & Computer Management & Research, Nigdi, Pune

M. B. A. MBA Sem 1 - Div 1 - 2022-23 2022-23 106 - Digital Business (Theory | regular)

Course Outcome

Sr. No.	CO ID	Course Outcome
1	CO 106.1	Remembering DESCRIBE the conceptual framework of e-commerce, mobile commerce and social commerce.
2	CO 106.2	Understanding SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
3	CO 106.3	Applying ILLUSTRATE value creation & competitive advantage in a digital Business environment.
4	CO 106.4	Analyze EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
5	CO 106.5	Evaluate ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
6	CO 106.6	Creating DISCUSS the various applications of Digital Business in the present day world.



Belkari
DIRECTOR

Institute of Industrial & Computer
Management & Research [I.I.C.M.R.]
Nigdi, Pune - 411 044

Institute of Industrial & Computer Management & Research, Nigdi, Pune

Program Outcome

Course Code : | Course Name : 106 - Digital Business (Theory regular)
 Academic Year : 2022-23 | Department : M. B. A. | Sem/Group : MBA Sem 1 - Div 1 - 2022-23

Sr. No.	Program ID	Description
1	PO.01	Generic and Domain Knowledge - Ability to articulate, illustrate, analyze, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
2	PO.02	Problem Solving - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques.
3	PO.03	Critical Thinking - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
4	PO.04	Effective Communication - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
5	PO.05	Leadership and Team Work - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders.
6	PO.06	Global Orientation and Cross-Cultural Appreciation: Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management.
7	PO.07	Entrepreneurship - Ability to identify entrepreneurial opportunities and leverage managerial
8	PO.08	Environment and Sustainability - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects.
9	PO.09	Social Responsiveness and Ethics - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors
10	PO.10	LifeLong Learning - Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills.




DIRECTOR
Institute of Industrial & Computer Management & Research [I.I.C.M.R.]
 Nigdi, Pune - 411 044

Course Code	Course Name	Course Outcome No. (CO)	Course Outcome (CO)	CO-PO Mapping															
				PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12				
		CO100.1	DESCRIBE the conceptual framework of a commerce, business enterprise and social intervention.	3	3	3													
		CO100.2	SUMMARIZE the impact of information, mobile, social, digital, IoT and related technologies on society, markets & systems.	3	3														
		PO100.3	ILLUSTRATE value creation & competitive advantage in a digital Business environment.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3



Beeta
DIRECTOR
 Institute of Industrial & Computer
 Management & Research [I.I.C.M.R.]
 Nadi, Pune - 411 044

Course Code	Course Name	Course Outcome No. (CO)	Course Outcome (CO)	CO-PO Mapping															
				PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12				
100	Digital Business	CO106.4	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
		CO106.5	ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
		CO106.6	DISCUSS the various applications of Digital Business in the present day world.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3



	Name the other retail brands owned by parent company. 5. Name the new CEO of ZARA. Which marketing strategy does he use to boost the sale of ZARA on e-commerce platform.						
3.	Illustrate anyone e-commerce strategies applied by ZARA to sustain in the click and mortar business. (5)			5			
4.	Examine the role of Web2.0 drivers in the success of ZARA in e-commerce platform. (7 marks)				7		
5.	Zara implements a digital marketing strategy unlike any other brand in the fashion industry — essentially using customers as "co-creators"- Justify the statement. (8 marks)					8	
6.	Summarize in brief the Journey of Zara from brick and mortar to click & mortar business. (10 marks)		10				
7.	Create an online purchase process flow chart of ZARA. (10 marks)						10
Total Marks							50

4b) CCE-2: Infographics (As per course requirement)

Que. No.	Name of CCE	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
1.	Infographic Page 1 List the various Digital payment systems using an Infographic	5					
2.	Infographic Page 2- Demonstrate the process of online Payment system using payment gateways		10				
3.	Infographic Page 3- Identify the ethical, technological and legal challenges in digital Payments			10			
4.	Infographic Page 4- Compare & Contrast between Digital payments made through Card or through UPI. Which one would you prefer to be the safest				5	5	
5.	Infographic Page 5- Design a story showcasing the use of Digital payments in rural areas						15

IICMR-MBA

	Total Marks	50
--	--------------------	-----------

4e) CCE-3: Story Telling (SDP) (As per course requirement)

Que. No.	Name~ of CCE	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
1.	Recap the core concepts of marketing mix -4 Ps	10					
2.	Illustrate Marketing Mix with Digital Business		10				
3.	Application of Digital tools to transform new level marketing mix			10			
4.	Examine the significance of Digital tools in increasing Total experience				10		
5.	Creation different touch points (A1to A5) with the help of marketing mix and digital tools to travel across the marketing funnel)					5	5
Total Marks		50					

5. CCE to CO mapping (put (√) Check Mark against the mapped CO):

CCE No.	Name of CCE	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6
1.	Case Study	√	√	√	√	√	√
2.	Infographics	√	√	√	√	√	√
3.	Story Telling	√	√	√	√	√	√

Proposed by

Ms. Dipti Bajpai
SME- Digital Business



Verified by

Dr. Manisha Kulkarni
HOD, MBA@IICMR



Approved by

Dr. Abhay Kulkarni
Director, IICMR
DIRECTOR

Institute of Industrial & Computer
Management & Research [I.I.C.M.R.]
Nigdi, Pune - 411 044 IICMR-MBA

Total No. of Questions : 5]

P5518

SEAT No. 1

[Total No. of Pages : 2

[5659] 5006

First Year MBA (Semester - I)

106: DIGITAL BUSINESS

(2019 Pattern)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) Assume Suitable Data if necessary.
- 2) Draw neat labeled diagrams wherever necessary.
- 3) Figures to the right indicate full marks.
- 4) All Questions are compulsory.

Q1) Solve any five :

- a) Define Aggregators [2]
- b) Elaborate the concept of Enterprise 2.0 . [2]
- c) Define E- Mall [2]
- d) List any two characteristics of Successful E-Tailing. [2]
- e) Enlist most commonly used online travel booking websites. [2]
- f) Memorise any two applications of FINTECH. [2]
- g) Name any two benefits of e-procurement method. [2]
- h) Define Click-and-mortar organisations. [2]

Q2) Solve any two :

- a) Describe the advantages of Enterprise Social Network. [5]
- b) Explain the term Social Customer. [5]
- c) Discuss 2 benefits of online travel. [5]



R.T.O.

Q3) Solve any one :

- a) Classify and appraise the different components of E-market places. [10]
- b) 'The entry of Spotify and YouTube Music will further accelerate the growth of music streaming in India'. Evaluate the statement. [10]

Q4) Solve any one :

- a) Summarise the drivers for popularity of Mobile Games in India. [10]
- b) "Elaborate the growing adoption of wearable computing devices by the consumers. [10]

Q5) Solve any one :

- a) Summarise in detail the advantages of E-Employment with reference to job seeker and employer. [10]
- b) E travel industry contributes to 88% growth of Indian e-commerce market. Evaluate the statement in context to the characteristics of E travel industry. [10]



[5659]-5006

2

Belwani
DIRECTOR
Institute of Industrial & Computer
Management & Research [I.I.C.M.R.]
Nigdi, Pune - 411 044