

ELECTIVE COURSE IV – e- Business

Unit I: e-Commerce to e-Business

Linking Today's Business with Tomorrows Technology – Defining e-Business – Challenges – Engineering: e-Business webs – e-Business core competencies – creating the new Techno enterprise – new generation of leaders.

Trends: Customer oriented, e-service, organizational, employee, enterprise Technology

Unit II

e-Business patterns: e-channel, click and brick, e-portal, e-marker, digital products

e-Business design: Steps to create Novel, e-Business designs

Unit III Architecture Construction

Trends driving – Problems – cross functional integrated Applications – Integrated application frame works
CRM: Basics of CRM – architecture - Next generation requirements and Trends – A Roadmap for Managers

Unit IV Selling – Chain Management:

Basics – Business forces driving the need – Technology forces – Universal Business Problems – elements

ERP: basics – ERP decision – ERP use – Implementation – Architecture

Unit V Strategy formulation:

Roadmap to moving company into e-Business

E – Blue print formulation:

Setting the stage – Basic phases – communication – serious business

Text Book:

e- Business 2.0 Roadmap for Success, Ravi Kalkota, Marcia Robinson, Pearson education, 3rd Edn., 2005

Reference Book:

Scaling for E-Business, Daniel A. Menasce, Vivgilo A.F. Almeida, Prentice Hall, 2000