

Diploma in E-Business (DEBIZ)

(Syllabus Applicable w.e.f. Academic Session 2018-19)



Uttarakhand Residential University

Almora, Uttarakhand-263001

www.urualmora.org

In partnership with



RedIT Innovators USA/Bhumi IT India

Note: This curriculum is subject to change based on University Guideline

INTRODUCTION – ELECTRONIC BUSINESS

Electronic Business or Online business means business transactions that take place online with the help of the internet. E-business is an abbreviation for electronic business which focuses on the use of ICT to enable the external activities and relationships of the business with individuals, groups and other businesses. In today's world, we are exposed to various forms of e-Business, which includes a much wider range of business processes such as supply chain management, electronic order processing and customer relationship management.

WHY ONE SHOULD STUDY E-BUSINESS

Wide Scope: Online business is a form where one can sell or buy product over internet. India which is second after china in terms of internet users, about 30 percent of its population uses internet and it is estimated to rise rapidly. This gigantic growth of had increased the e-commerce business opportunities in India.

Unique features of e-business can be mentioned as under

- Global reach since tech reaches across national boundaries which makes market place potentially in billions.
- Ubiquity as internet /web technology is available everywhere
- Universal standard
- Personalization and customization is available
- Interactivity at every level
- Overcomes geographical limitations
- Gain new customers with search engine visibility.
- Physical retail is driven by branding and relationships.

At present, about half of the world prefers purchasing items online at their convenience. Business to business (B2B), Business to Consumer (B2C) and business to government (B2G) are the types of e-business marketing, which require trained professionals.

Career Opportunities in e-Business/ E-Trade/E- Commerce: E-Business is growing at a fast pace with the advancement in digital technologies. Big players like Amazon, Flipkart and Snapdeal are adapting a new approach to leverage technology to reach consumers, and accelerate business volume. This need to sustain market leadership has in turn led to a surge in demand for professionals who understand e-commerce customer requirements, market potential and can manage corporate affairs in a dynamic virtual setting. Brands, therefore, are constantly seeking digital marketing managers who combine marketing communications expertise with the understanding of the e-commerce sales process. A few entry level job positions include the job of telesales representative, customer service representative, sales supervisor, e-services manager, marketing co-coordinators, web analyst, online relationship manager, advertisement manager and many more.

The opportunities are endless and the future is bright for skilled e-business professionals!

WHY THERE IS NEED OF GOOD E-BUSINESS COURSE

Businesses large and small are not just critically dependent on technology to operate, but to compete in the market place and grow strategically. Companies need individuals with technical and business knowledge who can harness technology in an efficient manner to meet business objectives.

Hiring managers in India are unable to fulfill the roles in E-business field. Additionally Very few institutes in India is offering E-business program. In order to develop quality E-business professionals we need a program which will groom students to the expert level.

URU's Post Graduate Diploma in E-Business is designed to plug the need gap and provide hands on experience and prepare young individuals for jobs in emerging field of digital marketing and ecommerce. The program aims to nurture the young talent into upcoming managers with management abilities and artistic approach. After successfully completing the program, students would be able to

- Fast track their career in e-business
- Learn the inside secrets of how e-business run profitable operations with low running costs and exposure to millions of customers
- Study an e-business course that was designed in conjunction with the government
- Have access to a tutor who works in E-Trade

WHO SHOULD OPT E-BUSINESS Diploma Course?

E-Business program is best suited to students of Commerce; Business administration & Management, Budding Entrepreneurs; and leaders of corporates. E-commerce technology is different, more powerful than previous technologies. E-commerce brings fundamental changes to commerce and is cheapest mode to sell products. It's a sector who is currently in growth.

DEBIZ ELIGIBILITY

Bachelor's/Master's degrees in Computer Science/Engineering/Math/Statistics/Economics/Science /Commerce/Arts/Literature

DURATION: 12 MONTHS

COURSE HIGHLIGHTS:

- Specialization towards the end of the course
 - Interactive classroom sessions
 - Projects and practical assignments after each module
 - Guaranteed Internship and placement assistance
 - Faculty from the industry
 - Work on Live Projects
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COURSE OUTLINE

This course develops the skills necessary for developing and managing an e-business or e-commerce department of a small, medium or larger business. Developed by leading e-Business leaders, it covers a range of topics that will ensure your career in e-business has a strong foundation.

SEMESTER # 01: THEORY				
SL:NO	CODE	TITLE	DESCRIPTION	MARKS
01	BITI - 1806301	Understanding e-Business	What is e-business? , What are the benefits? , Creating additional revenue, Reaching more customers and markets , Improving marketing and promotions, Meet the needs and expectations of customers, Making it easier for people to do business with you, Getting started	100
02	BITI - 1806302	Planning	Researching the opportunities , Customer relationship management , Distribution and logistics, Exporting, Marketing and promotion , Key issues to consider , Security , Estimating budgets , Identifying the target audience , Writing a e-business plan	100
03	BITI - 1806303	Building	Website concepts , The Database - MySQL , Getting a website name , Choosing and preparing web content , Marketing and your website , The look and feel , E-commerce – selling on your website as well as on establish Sales Channels, Developing the website – HTML, CSS, JavaScript, PHP, WordPress, Writing the development brief, Selecting the web developer, What to look for in a developer	100
SEMESTER # 01: E-Business Application				
01	BITI – 1806304	Case Study -1	2 real-world e-business lessons to help you cut straight to the chase in implementing some simple solutions to increase online sales.	100
02	BITI - 1806305	Internship & Project	2 to 4 weeks Internship in reputed E-business Industry and project	100
TOTAL				500

SEMESTER # 02: THEORY				
SL:NO	CODE	TITLE	DESCRIPTION	MARKS
01	BITI - 1806306	Protecting	About Protecting & Security, What part of my business is at risk? , What are the sources of threats to my business	100
02	BITI - 1806307	Managing	Maintaining e-business systems , Website content maintenance , Quality assurance , Making improvements , Technical maintenance , Legal issues: Privacy laws, Defamation, Taxation, conditions, Intellectual property, Copyright, Trademarks, Confidential information, Jurisdiction, Spam and ethical e-marketing, Promoting your website , Developing a promotional strategy , registering with search engines , Helping search engines find your website , Advertising your website , Budgeting for maintenance	100
03	BITI - 1806308	Improving	About Improving , Evaluating your e-business , Procurement over the Internet , Managing the supply chain and logistics , Putting your catalogue online , E-marketplaces , Exporting	100
SEMESTER # 02: E-Business Application				
01	BITI - 1806309	Case Study -2	2 real-world e-business lessons to help you cut straight to the chase in implementing some simple solutions to increase online sales.	100
02	BITI - 1806310	Internship & Project	2 to 4 weeks Internship in reputed E-business Industry and project	100
TOTAL				500