

**GENERIC ELECTIVE/OPEN ELECTIVE COURSES/MULTIDISCIPLINARY COURSES/**

**OPEN ELECTIVE COURSES - 18**

**BBA (Digital Marketing) Semester VIII**

**UGOE803: E-Commerce and Digital Sales Strategy**

**Course objective:** - To provide students with foundational and advanced knowledge of e-commerce strategies, platforms, digital sales techniques, and emerging technologies to effectively operate and manage online businesses.

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**Syllabus & Detailed Contents**

<b>Unit</b>	<b>Content</b>	<b>Hrs./ Weightage</b>
<b>Unit 1:</b>	<b>Introduction to E-Commerce:</b> Definition and Evolution of E-Commerce; Types of E-Commerce: B2B, B2C, C2C, and C2B; E-Commerce Business Models: Marketplace, Direct Sales, Subscription, etc.; E-Commerce Platforms and Technologies; Legal and Regulatory Considerations in E-Commerce	<b>11/25%</b>
<b>Unit 2:</b>	<b>E-Commerce Strategy and Planning:</b> Developing an E-Commerce Business Plan; Market Research and Analysis for E-Commerce; E-Commerce Marketing Strategies: SEO, SEM, Social Media, Email Marketing, etc.; Customer Relationship Management (CRM) in E-Commerce; User Experience (UX) Design and Conversion Optimization	<b>11/25%</b>
<b>Unit 3:</b>	<b>Digital Sales and Revenue Generation:</b> Sales Funnel Management in Digital Channels; Pricing Strategies for E-Commerce; Payment Gateway Integration and Secure Transactions; Fulfillment and Logistics in E-Commerce; Analytics and Metrics for Measuring E-Commerce Performance.	<b>11/25%</b>
<b>Unit 4:</b>	<b>Advanced Topics in E-Commerce and Digital Sales:</b> Omni-channel Retailing: Integrating Online and Offline Channels; International E-Commerce and Cross-Border Trade; Emerging Trends in E-Commerce: Mobile Commerce, Voice Commerce, AI, AR/VR, etc.; E-Commerce Ethics and Consumer Privacy; Case Studies and Best Practices in Successful E-Commerce Businesses.	<b>12/25%</b>

**Course Learning Outcomes (CLO)**

**On completion of this course, the students will be able to:**

<b>CO No.</b>	<b>Cognitive Abilities</b>	<b>Course Outcome</b>	<b>Bloom's Level</b>
<b>CO1</b>	<b>Understanding</b>	Explain the evolution, types, and legal aspects of e-commerce.	2
<b>CO2</b>	<b>Creating</b>	Develop a comprehensive e-commerce business plan using appropriate strategies.	6
<b>CO3</b>	<b>Applying</b>	Apply digital marketing tools and CRM in an e-commerce context.	3
<b>CO4</b>	<b>Analyzing</b>	Analyze sales funnels, pricing, logistics, and performance metrics.	4
<b>CO5</b>	<b>Evaluating</b>	Evaluate emerging trends and best practices in digital commerce.	5

**SUGGESTED READINGS**

**Textbooks:**

1. P.T. Joseph – *E-Commerce: An Indian Perspective*, Publisher: PHI Learning, Latest Edition, A widely used Indian text covering fundamentals and evolving practices of e-commerce in the Indian context.
2. S. Jaiswal & M. Jaiswal – *E-Commerce*, Publisher: Galgotia Publications, Offers a student-friendly approach with Indian case studies and legal frameworks.
3. Dave Chaffey – *E-Business and E-Commerce Management*, Publisher: Pearson Education, Comprehensive book combining strategy, marketing, and technology.

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**Reference books:**

1. Kenneth C. Laudon & Carol Traver – *E-Commerce: Business, Technology, Society*, Publisher: Pearson Education, International perspective with excellent coverage on technologies and digital business models.
2. Ravi Kalakota & Andrew B. Whinston – *Frontiers of Electronic Commerce*, Publisher: Addison-Wesley, A classic book explaining frameworks and architectures of e-commerce.

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