

# E Commerce - Curriculum

## Schedule of Sessions

Each Session of 90 mins duration

### Module I: Introduction to E- Commerce Management

Session	Topic	Objective	Reading Material	Faculty
1	Introduction to E-Commerce	Traditional retail Vs Electronic retail, key concepts of E-Tail, its significance, Value creation and cost saving structure		
2	Growth of E-Commerce industry	Global E-Commerce companies, major players of India, their growth and business volume now and future potential, Govt. policy on E-Commerce industry in India		
3	E-commerce Landscape of India	Market Size, Segment wise growth, online portals, Flipkart vs Amazon – a comparative analysis.		

4	E Commerce Business Models	B2B, B2C, C2C,G2C models. Drop Shipping model, On Demand Sourcing Model, Stocking Model. Constructing a Revenue Model of E-Cmmerce		
---	----------------------------	--	--	--

**Module II: E Commerce Strategy (B2C)**

5	Buyer Management	Introduce the key concepts of consumer behaviour both in brick & mortar and e-retailing, omni-channel vs multi-channel, role of CRM strategy in managing customer experiences, brand loyalty programme in E-Commerce context.		
6	Vendor Management	Merchandise planning, merchandise buying, web based vendor		

		management. B2B portal, Vendor Relationship Management (VRM)		
<b>7</b>	Marketing and pricing	E- Market place and platform, E- portal, Govt- e-Market. Concept of variable pricing strategy, such as, premium pricing, penetration pricing, dynamic pricing.		
<b>8</b>	Technology adoption	1. Mobile commerce 2. Electronic funds transfer 3. Supply chain management 4. Internet banking 5. Online transaction processing 6. Electronic data interchange		

		<p>7. Inventory management systems</p> <p>8. Automated data collection systems</p> <p>9. Reverse Logistics / returns processing</p>		
--	--	---	--	--

9	Customer and market segmentation	<p>Customer segmentation based on demographic data using AI, establish Customer Relationship Management model using reliable customer services tool.</p> <p>Long-tail product strategy</p>		
---	----------------------------------	--	--	--

### Module III: E-Commerce and Logistics

10	Logistics Management	Role of Govt. in development of infrastructure, last mile delivery, return management, US system of delivery by Drone		
11	Warehouse Management	Stocking Model, Concept of Fulfillment Centres, applying robotics technology in warehouse management. Video presentation of largest Fulfillment centre of Amazon.		

12	Visit to a Amazon or Flipkart	System study of a modern warehouse,		
----	-------------------------------	-------------------------------------	--	--

	Warehouse in Kolkata	receipt and issue accounting, Packaging, delivery.		
13	Visit to a warehouse	-Do-		

#### Module IV: Security and Sustainability of E-Commerce

14	E-Commerce Security	Risk analysis and risk perception. Transactional security, privacy, system security, cyber crime. Risk mitigation strategy.		
15	E-Commerce Sustainability	Transitioning E-Commerce businesses to a sustainable model, Recycling policy, packaging policy, E-Commerce market place to resell used merchandise.		
16	Case study on Flipkart	Group discussion on Flipkart case		

		“Transitioning to a marketplace model”		
17	-Do-	-Do-		