ST JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS), VISHAKHAPATNAM

II B.B.A. DEGREE EXAMINATION AT THE END OF II SEMESTER – OCTOBER, 2021

III SEMESTER  **BBA**

**ONLINE BUSINESS**

**Objective: Students will identify, assess, and shape entrepreneurial opportunities** for new business ventures and evaluate their potential for business success.

**Learning Outcomes:**

CO1.Students will be able to identify different opportunities to try various streams of approach for their skills.

CO2. Students will be able to assess the value of getting into new online business with new creative ideas and approach.

CO3. Students will be able to grasp the knowledge of the security issues, pros and cons which will help in rather good decision making.

**Syllabus**

**Section 1 6 hours**

Introduction to online business - definition - characteristics - advantages of online business - challenges -  differences between offline business -  E-Commerce and online business.

**Section 2 10 hours**

Online business strategies - strategic planning process - procurement -  logistics and supply chain management -customer relationship management.

**Section 3 10 hours**

Designing online business website -  policies -  security and legal issues -  online advertisements - payment gateways - case study.

**Co-curricular activities suggested 4 hours**

1. Assignments, group discussion, quiz etc.

2. Short practical training in computer lab.

3. Identifying online business firms through internet

4. Invited lectures by E commerce operators.

5. Working with Google and HTML advertisements.

6. Visit to a local online business firm.

**Reference books**

1. David Whitely E-commerce Tata McGraw hill 2000.

2. E business by Jonathan Reynolds from Oxford University press.

3. Soka from EDI to electronic commerce, McGraw hill.

4. Websites on online business