



AMRUTVAHINI INSTITUTE OF MANAGEMENT & BUSINESS ADMINISTRATION,

P.O. Sangamner S.K.(422608)

A/p:-NashikPuneHighway,Amrutnagar(Ghulewadi)Tal-Sangamner,Dist-A'Nagar

PhoneNo:(02425)259015,259255,NAACAccredited&ISO9001:2015CertifiedInstituteFaxNo.

o.(02425) 259015 DTECode:- 5324, Savitribai Phule Pune University Code:- 0581

www.amrutaimba.com E-mail:directoraimba@yahoo.in

Vision: The institute wishes to emerge as a centre of excellence in management education by continuously benchmarking itself against the world's best. As an institution with a difference, it looks beyond its boundaries and strive hard to better of the best in Management education.

Mission: To impart advanced techno managerial knowledge for the total upliftment of the society in general and rural and our regional masses in particular by retaining their culture identity through academic excellence. To impart to the students excellent management education useful and most relevant to business, industry and other developmental organizations with theory and practical exposures.



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Phone No: (02425) 259015, 259255, NAAC Accredited & ISO 9001:2015 Certified Institute Fax No.

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PROGRAMME EDUCATIONAL OBJECTIVES (PEOS)

PEO1:	Graduates of the MBA program will successfully integrate core, cross-functional and inter-disciplinary aspects of management theories, models and frameworks with the real world practices and the sector specific nuances to provide solutions to real world business, policy and social issues in a dynamic and complex world.
PEO2	Graduates of the MBA program will possess excellent communication skills, excel in cross-functional, multi-disciplinary, multi-cultural teams, and have an appreciation for local, domestic and global contexts so as to manage continuity, change, risk, ambiguity and complexity
PEO3	Graduates of the MBA program will be appreciative of the significance of Indian ethos and values in managerial decision making and exhibit value centered leadership.
PEO4	Graduates of the MBA program will be ready to engage in successful career pursuits covering a broad spectrum of areas in corporate, non-profit organizations, public policy, entrepreneurial ventures and engage in life-long learning.
PEO5	Graduates of the MBA program will be recognized in their chosen fields for their managerial competence, creativity & innovation, integrity & sensitivity to local and global issues of social relevance and earn the trust & respect of others as inspiring, effective and ethical leaders, managers, entrepreneurs, intrapreneurs and change agents.



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PROGRAMME OUTCOMES (PO)

POS	PROGRAM OUTCOMES
PO1	Generic and Domain Knowledge - Ability to articulate, illustrate, analyse, synthesize and apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues
PO2	Problem Solving & Innovation - Ability to Identify, formulate and provide innovative solution frameworks to real world complex business and social problems by systematically applying modern quantitative and qualitative problem solving tools and techniques
PO3	Critical Thinking - Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
PO4	Effective Communication - Ability to effectively communicate in cross-cultural settings, in technology mediated environments, especially in the business context and with society at large
PO5	Leadership and Team Work - Ability to collaborate in an organizational context and across organizational boundaries and lead themselves and others in the achievement of organizational goals and optimize outcomes for all stakeholders
PO6	Global Orientation and Cross-Cultural Appreciation: Ability to approach any relevant business issues from a global perspective and exhibit an appreciation of Cross Cultural aspects of business and management
PO7	Entrepreneurship - Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses
PO8	Environment and Sustainability - Ability to demonstrate knowledge of and need for sustainable development and assess the impact of managerial decisions and business priorities on the societal, economic and environmental aspects
PO9	Social Responsiveness and Ethics - Ability to exhibit a broad appreciation of the ethical and value underpinnings of managerial choices in a political, cross-cultural, globalized, digitized, socio-economic environment and distinguish between ethical and unethical behaviors & act with integrity
PO10	Life Long Learning – Ability to operate independently in new environment, acquire new knowledge and skills and assimilate them into the internalized knowledge and skills



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PROGRAMME SPECIALIZATION OUTCOMES (PSOS):

At the end of the MBA program the learner of specific specialisation will possess the

PROGRAMME SPECIFIC OUTCOMES (PSO)

SPECIALIZATIONS	PSO NO.	PSO'S
FINANCE	1	Graduates of the MBA program with Finance specialization will successfully integrate financial aspects of management theories, models and frameworks with the Realworld practices, business and its policies.
	2	Graduates of the MBA program with Finance specialization will lead to resolve issues in management decisions in a dynamic and complex world.
	3	Graduates of the MBA program with Finance Specialization will be able to do security analysis and portfolio management
HUMAN RESOURCE MANAGEMENT	4	Domain Knowledge: Analyze the role of human resources in supporting organizational strategy.
	5	Problem Solving & Innovation: Evaluate human resource programs in key functional areas.
	6	Leadership and Team Work: Create systems for talent management in partnership with organizational leaders.
MARKETING	7	Manage marketing campaigns: Students should be able to plan, implement, and evaluate marketing campaigns, including budget management, performance tracking, and optimization. Communicate effectively: Students should be able to communicate marketing strategies and idea seffectively to stakeholders, including team members, clients, and customers.
	8	Analyze marketing metrics: Students should be able to analyze marketing metrics, such as sales data, website traffic, and conversion rates, to evaluate the effectiveness of marketing campaigns and make data-driven decisions. Integrate marketing with other business functions: Students should be able to integrate marketing with other business functions, such as sales, finance, and operations, to create a Cohesive and effective business strategy.
	9	These outcomes reflect the knowledge, skills, and competencies that marketing students should possess upon completing a program in marketing.



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OPERATIONS AND SUPPLY CHAIN MANAGEMENT	10	Perform various managerial aspects of Operations and Supply Chain Management and enhance the skills etc in Acquiring operation and supply chain processes.
	11	Apply the effective operation formulation of best services In business supply chain management
	12	Identify the various areas of scope for improvement to effective and quality manufacturing process implementation.
INTERNATIONAL BUSINESS MANAGEMENT	13	Ability to analyze existing theories, methods and interpretations with in the International Business and work independently on practical and professional problem solving.
	14	Ability to identify international business opportunities and Conduct procedures involved in international business transactions.
	15	Ability to critically analyze the risk and opportunities presented for international and develop financial models and strategic proposals to communicate this information For decision-making.
PHARMA & HEALTHCARE	16	Perform research on various managerial aspects of Pharma & Healthcare Industry and implement the knowledge in

MANAGEMENT (PHM)		Formulating the best suitable strategies to provide high Quality healthcare services to the society.
	17	Formulate patient centric effective healthcare services to curb the service-quality issues by integrating existing pharmaceutical knowledge and innovative healthcare Services for improving their health and well-being.
	18	Identify emerging avenues for IPRs, Entrepreneurship and Job opportunities in Pharma & Healthcare Industry.
RABM	19	Domain Knowledge: Ability to the explain the key terms Of Agriculture
	20	Problem Solving & Innovation: Ability to examine the inter-relationships between various facets of Agriculture
	21	Critical Thinking: Ability to develop critical thinking on Changing trends of Agriculture
TOURISM & HOSPITALITY	22	Student shall able to do Scratch to Finish planning and monitoring
	23	Students shall Effectively attain jotted plan on time.
	24	Student shall Learn-it-on-prior-day exercise.



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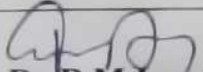
**ADMINISTRATION, AMRUTNAGAR, SANGAMNER
ACADEMIC CALENDAR-2022-23**

MBA-I, SEM-I

28.10.2022

Sr.No	Activity	Date
1.	Commencement of Academic and Classroom Welcome Program	14/11/2022
2.	Inauguration of Amrut Trophy	18/11/2022
3.	Induction Program (Guest Lecture)	23/11/2022
4.	Induction Program (Guest Lecture)	24/11/2022
5.	Amrut Trophy	25/11/2022
6.	Celebration of the Constitution Day	26/11/2022
7.	Induction Program (Guest Lecture)	28/11/2022
8.	Amrut Trophy	02/12/2022
9.	Amrut Trophy	09/12/2022
10.	Sport Day	14/12/2022
11.	Fresher's Day Program	15/12/2022
12.	Amrut Trophy	23/12/2022
13.	Amrut Trophy	30/12/2022
14.	Amrut Trophy	06/01/2023
15.	Amrut Trophy	20/01/2023
16.	Class Test	23/01/2023-30/01/2023
17.	Amrut Trophy	03/02/2023
18.	Syllabus Completion	11/02/2023
19.	Preparation Leave	13/02/2023-18/02/2023
20.	National Seminar	15 th -16 th Feb 2023
21.	Medha Festival	23/02/2023-25/02/2023
22.	University Exam	21/02/2023-15/03/2023




Dr. B.M. Londhe
Director, AIMBA



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AMRUTVAHINI INSTITUTE OF MANAGEMENT AND BUSINESS ADMINISTRATION, SANGAMNER (AIMBA)

TIME TABLE

MBA-I, SEM-I, Div-A (A.Y.2022-23)

w.e.f-14/11/2022

TIME/DAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
09.30am-10.25am	103(NMN)	103(NMN)	103(NMN)	101(LDS)	101(LDS)	101(LDS)
10.25am -11.20am	106(NND)	106(NND)	106(NND)	102(BML)	102(BML)	102(BML)
11.20am-11.30am	SHORT-BREAK					
11.30am-12.30am	Activity GD NSJ	Activity MI SGG	114(SGG)	104(SKN)	104(SKN)	104(SKN)
12.30pm-1.30pm	R E		C	E S	S	
01.30pm-02.15pm	109 (RBS)	109 (RBS)	116 (NND)	111(DBW)	NSJ(107)	NSJ(107)
02.15pm-03.00pm	105 (RBG)	105 (RBG)	105 (RBG)	114(SGG)	AMRUT TROPHY	Computer/ Library
03.00 pm-03.45pm	113 (NSJ)	113 (NSJ)	111(DBW)	116 (NND)		
03.45 pm-4.30pm	Computer/ Library	Computer/ Library	Mentorship	Sport and Cultural		
Sub Code	Subject	Faculty		Activity	Faculty	
101	MA	Dr.L.D.Shah		GD	Dr.N.S.Jondhale	
102	OB	Dr.B.M.Londhe		MI	Prof.S.G.Gunjhal	
103	EABD	Dr.N.M.Nair		Cultural	Dr.N.S.Jondhale	
104	BRM	Dr.S.K.Nimbalkar		Sport	Prof.D.B.Wakchaure	
105	BOM	Dr.R.B.Gawali				
106	DB	Dr.N.N.Dighe				
107	MF	Dr.N.S.Jondhale				
109	ED	Prof.R.B.Satpute				
111	LAB	Prof.D.B.Wakchaure				
113	VCL	Dr.N.S.Jondhale				
114	EA & DR	Prof.S.G.Gunjhal				
116	MS & Excel	Dr.N.N.Dighe				

Note: On Saturday the institute timing is 09.00 A.M. Hence recess time will be 10.30 am to 11.00 am.

Prof.S.G.Gunjhal
Class Teacher-Div-A

Dr.S.K.Nimbalkar
Academic -Coordinator

Dr.B.M.Londhe
Director



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TIME TABLE

MBA-I, SEM-I, Div-B (A.Y.2022-23)

w.e.f-14/11/2022

TIME/DAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
09.30am-10.25am	101(LDS)	101(LDS)	101(LDS)	103(NMN)	103(NMN)	103(NMN)
10.25am -11.20am	102(NSB)	102(NSB)	102(NSB)	106(NND)	106(NND)	106(NND)
11.20AM-11.30AM	S H O R T - B R E A K					
11.30am-12.30am	Activity GD (SGG)	Activity MI (DBW)	113 (NSJ)	113 (NSJ)	111(DBW)	111(DBW)
12.30pm-1.30pm	R E C E S S		E S S			
01.30pm-02.15pm	NSJ (107)	NSJ (107)	109(RBS)	109(RBS)	105(RBG)	105(RBG)
02.15pm-03.00pm	104(SKN)	104(SKN)	104(SKN)	105(RBG)	AMRUT TROPHY	Computer/Library
03.00 pm-03.45pm	116 (NND)	116 (NND)	114 (SGG)	114 (SGG)		
03.45 pm-4.30pm	Computer/ Library	Computer/ Library	Mentorship	Sport and Cultural		
Sub Code	Subject	Faculty		Activity	Faculty	
101	MA	Dr.L.D.Shah		MI	Prof.D.B.Wakchaure	
102	OB	Dr.N.S.Bhand		GD	Prof.S.G.Gunjal	
103	EABD	Dr.N.M.Nair		Cultural	Dr.N.S.Jondhale	
104	BRM	Dr.S.K.Nimbalkar		Sport	Prof.D.B.Wakchaure	
105	BOM	Dr.R.B.Gawali				
106	DB	Dr.N.N.Dighe				
107	MF	Dr.N.S.Jondhale				
109	ED	Prof.R.B.Satpute				
111	LAB	Prof.D.B.Wakchaure				
113	VCL	Dr.N.S.Jondhale				
114	EA & DR	Prof.S.G.Gunjal				
116	MS & Excel	Dr.N.N.Dighe				

Note: On Saturday the institute timing is 09.00 A.M. Hence recess time will be 10.30 am to 11.00 am.

Prof.D.B.Wakchaure
Class Teacher-Div-B

Dr.S.K.Nimbalkar
Academic -Coordinator

Dr.B.M.Londhe
Director



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AMRUTVAHINI INSTITUTE OF MANAGEMENT AND BUSINESS ADMINISTRATION, SANGAMNER (AIMBA)

TIMETABLE

MBA-I, SEM-I, Div-A (A.Y. 2021-22) w.e.f-22/12/2021

TIME/DAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
09.30am-10.25am						
10.25am-11.20am	106(NND)	106(NND)	106(NND)			
11.20AM-11.30AM	SHORT-BREAK					
11.30am-12.30am						
11.55am-12.40pm						
12.30pm-1.30pm	R E C E S S					
01.30pm-02.15pm						
02.15pm-03.00pm					AMRUT TROPHY	
03.00pm-03.45pm	116(NND)	116(NND)				
03.45pm-4.30pm	Computer/ Library	Computer/ Library				
SubCode	Subject	Faculty				
101	MA	Dr.L.D.Shah				
102	OB	Dr.B.M.Londhe		Activity	Faculty	
103	EABD	Dr.N.M.Nair		MI	Prof.D.B.Wakchaure	
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106	DB	Dr.N.N.Dighe	Sport and Cultural	Prof.N.S.Jondhale
107	MF	Dr.N.S.Jondhale	Note: On Saturday the institute timings is 09.00 A.M. Hence recess time will be 10.30 am to 11.00 am.	
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TIMETABLE

MBA-I, SEM-I, Div-B (A.Y.2021-22)

w.e.f-22/12/2021

TIME/DAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
09.30am-10.15am						
10.15am-11.00am				106(NND)	106(NND)	106(NND)
11.00AM-11.10AM	SHORT-BREAK					
11.10am-11.55am						
11.55am-12.40pm						
12.30pm-1.30pm	R	E	C	E	S	S
01.30pm-02.15pm			116(NND)			
02.15pm-03.00pm					AMRUT TROPHY	
03.00pm-03.45pm				116(NND)		



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Prof.D.B.Wakchaure Coordinator		Dr.S.K.Nimbalkar Dr.B.M.Londhe Class Teacher Director	Academic –	



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Semester I		106-Digital Business
3 Credits	LTP: 2:1:1	Compulsory Generic Core Course

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO106.1	REMEMBERING	DESCRIBE the conceptual framework of e-commerce, mobile commerce and social commerce.
CO106.2	UNDERSTANDING	SUMMARIZE the impact of information, mobile, social, digital, IoT and related technologies on society, markets & commerce.
CO106.3	APPLYING	ILLUSTRATE value creation & competitive advantage in a digital Business environment.
CO106.4	ANALYSING	EXAMINE the changing role of intermediaries, changing nature of supply chain and payments systems in the online and offline world.
CO106.5	EVALUATING	ELABORATE upon the various types of digital business models and OUTLINE their benefits and limitations.
CO106.6	CREATING	DISCUSS the various applications of Digital Business in the present day world.

Electronic Commerce: The Digital Revolution and Society, The Digital and Social Worlds - The Digital Economy, The Digital Enterprise, Virtual Communities, Online Communities, Defining Electronic Commerce, Emerging E-Commerce Platforms. E-Business, Electronic Markets and Networks; The Content and Framework of E-Commerce, Classification of E-Commerce by the Nature of the Transactions and the Relationships Among Participants, E-Commerce Business Models, Integrating the Marketplace with the Marketplace, Web 2.0. Drivers, Benefits and Limitations of E-Commerce, Impact of E-Commerce on business, government, customers, citizens and society. (7+2)

Mobile Commerce, Social Commerce and IoT: Mobile Commerce, Attributes Applications and Benefits of M-Commerce, Mobile Marketing - Shopping and Advertising. Social Commerce: Social Commerce, Social Business (Enterprise), Social Business Networks and Social Enterprise, Social Media, Platforms for Social Networking; Social Media Marketing, Enterprise 2.0, Improved Business Models. Entrepreneur Networks, Enterprise Social Networks, The Benefits and Limitations of Social Commerce, Benefits to Customers, Retailers, Employees, players in the ecosystem. Social Collaboration (Collaboration 2.0) - Essentials of Social Collaboration, Consumer-to- Consumer Electronic Commerce (C2C), Person-to-Person models. Internet of Things: Concept of IoT, Smart Homes and Appliances, Smart Cities, Smart Cars, Wearable Computing and Smart Gadgets. (7+2)



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Digital Business Ecosystem: Electronic Commerce Mechanisms, Online Purchasing Process, E-Marketplaces - Types, Components and Participants, Disintermediation and Reintermediation; Customer Shopping Mechanisms - Webstores, Malls, and Portals, Webstores, Electronic Malls, Web (Information) Portals. Intermediaries: Roles of Intermediaries in E-Marketplaces, Merchant Solutions: Electronic Catalogs, Search Engines, and Shopping Carts, Electronic Catalogs, E-Commerce Search Activities, Auctions - Traditional Auctions Versus E-Auctions, Dynamic Pricing. Changing Supply Chains: Structure of the Supply Chain, EC Order Fulfillment Process, Speeding Up Deliveries, Partnering Efforts and Outsourcing Logistics, Order Fulfillment in Make-to-Order (MTO) and Mass Customization. Digital Payments: Smart Cards, Stored-Value Cards, EC Micropayments, Payment Gateways, Mobile Payments, Digital and Virtual Currencies, Security, Ethical, Legal, Privacy, and Technology Issues. (7+2)

Digital Business Applications - I: Electronic Retailing: B2C Electronic Retailing, Characteristics, Advantages, Limitations, E-Tailing Business Models, Classification of Models by Distribution Channel, Referring Directories, Malls with Shared Services. Social Shopping – Concept, Benefits and Drivers, Social Shopping Aids – Recommendations, Reviews, Ratings, and Marketplaces, Real-Time Online Shopping. The Online Versus Off-Line Competition, Click-and-Brick models, Product and Service Customization and Personalization. Fintech: E-Banking, Mobile Banking, Pure Virtual Banks, Insurance, and Stock Trading, Other Mobile Finance Applications. Digital Government: Government-to-Citizens, Government-to-Business, Government-to-Government, Government-to-Employees Models, Internal Efficiency and Effectiveness, E-Government and Social Networking, M-Government. E-Learning, E-Training, and E-Books: Basics of E-Learning, Characteristics, Advantages, Limitations, Distance Learning and Online Universities, Online Corporate Training, Social Networks and E-Learning, E-Learning Management Systems, Electronic Books. (7+2)

Digital Business Applications - II: Online Travel and Tourism Services: Characteristics of Online Travel, Benefits, Limitations, and Competition in Online Travel Services. E-Employment: Online Job Market, Social Networks Based Job Markets, Social Recruiting, Virtual Job Fairs and Recruiting Events, Benefits and Limitations of the Electronic Job Market. E-Health: Definition, Electronic Medical Record Systems (EMR), Doctors' System, Patients Services, Medical Devices and Patients Surveillance. Entertainment, Media & Gaming: Service Industry Consumer Applications. Digital Products, Internet TV



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and Internet Radio, Social Television (TV) Mobile Entertainment, Mobile Marketing, Mobile Streaming Music and Video Providers, Entertainment in Cars; Gaming - Mobile Games, Social Games and Gamification, Business of Social Games, Educational Social Games; Mobile Gambling, Mobility and Sports; Social Entertainment. (7+2)

Note: The focus of the entire course should be on business issues and not merely on technology.

Suggested Text Books:

Introduction to E Commerce & Social Commerce, Turban E, Whiteside J, King D,
Outland J Springer

E-Business and E-Commerce Management-Strategy, Implementation and Practice, Dave
Chaffey, Pearson Education.

Electronic Commerce—A Managerial Perspective, E fraim Turban, David King, Dennis
Viehland, Jae Lee, Pearson Education.



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Co Po Mapping Sheet

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO106.1	3	2	2	2	2	3	2	2	1	3
CO106.2	3	2	2	2	2	1	1	1	1	2
CO106.3	3	3	3	3	2	3	3	2	2	2
CO106.4	3	3	2	2	2	1	1	1	1	1
CO106.5	3	2	2	2	2	2	2	2	2	2
CO106.6	3	2	1	1	1	0	1	1	1	2
Targetted PO	3	2.33	2	2	1.83	1.67	1.67	1.5	1.33	2

Mapping of Course Outcomes (COs) to Program Outcomes (POs): Rubrics for attainment of course outcomes:

- AttainmentLevel0: <40%
- AttainmentLevel1: 40-50%
- AttainmentLevel2: 51-60%
- AttainmentLevel3: 61-100%



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CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO106.1	REMEMBERING	DESCRIBE the conceptual framework of e-commerce, mobile commerce and social commerce.
CO106.2	UNDERSTANDING	SUMMARIZE the impact of information, mobile, social, digital, IOT and related technologies on society, markets & commerce.
CO106.3	APPLYING	ILLUSTRATE value creation & competitive advantage in a Digital Business Environment.
CO106.4	ANALYSING	EXAMINE the changing role of intermediaries, changing nature of supply chain and payment systems in the online and offline world.
CO106.5	ANALYSING	CLASSIFY the prevalent digital business models into various groups and OUTLINE their benefits and limitations.
CO106.6	EVALUATING	EXPLAIN the various applications of Digital Business in the present day world.



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CO	PO	Justification
CO106.1	Po1 Po4 Po7 Po0	The conceptual frame work of e-commerce, mobile commerce, and Social commerce involves understand the principles, frame works, and practices that underpin these technologies and how they are used in real-world complex business issues. These skills and knowledge are essential for students to apply the knowledge of principles and frameworks of management and allied domains to the solutions of real-world complex business issues.
CO106.2	PO2, PO3, PO4, PO5, PO7, PO10	Digital technologies have enabled new business models, from e-commerce to the gig economy. The Internet of Things (IoT) has made it possible to connect everyday objects to the internet, creating new possibilities for automation and data analysis. All of these technologies are changing the way we live and work, and they are creating new opportunities for businesses to connect with consumers.
CO106.3	PO1, PO2, PO3, PO4, PO5, PO8	A digital business environment requires a solid IT strategy to create value and maintain competitive advantage.. To create value and maintain competitive advantage, a digital business environment needs to align IT with business goals and objectives. This alignment ensures that IT initiatives support business objectives and contribute to the overall success of the company.
CO106.4	PO1, PO3, PO6, PO9, PO10	The changing role of intermediaries, supply chain, and payment systems in the online and offline world requires a solid IT strategy to create value and maintain competitive advantage. By defining a strategic IT plan and direction, a business can leverage digital technologies to streamline operations, improve customer experience, and reduce costs. Online and offline world, a business needs to manage IT outsourcing and Vendor relationships effectively.
CO106.5	PO2, PO5, PO7, PO8, PO10	E-commerce models: These model allow businesses to sell products or services online, such as business-to-business (B2B) and business-to-consumer (B2C) models. Benefits include increased reach, reduced overhead costs, and improved customer experience. Limitations include increased competition and reliance on IT infrastructure and logistics.
CO106.6	PO1, PO3, PO4, PO6, PO8 PO10	Applications such as social media, search engine optimization, and email marketing help businesses reach and engage with their target audience. Digital business applications can help organizations manage their supply chain through automation and real-time data analysis, improving efficiency and reducing costs. Digital business applications have transformed the way financial services are delivered, from online banking to mobile payments. Healthcare: Digital business applications have improved healthcare



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	<p>Delivery and patient outcomes, from telemedicine to digital health records and medical devices.</p> <p>Education: Digital business applications have transformed education delivery, from online learning to educational software and virtual reality tools.</p> <p>Entertainment: Digital business applications have disrupted the entertainment industry, with platforms such as streaming services and video game marketplaces.</p>
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ATTAINMENT OF COURSE OUTCOMES FOR GENERIC CORE

CLASS: MBA-I

SPECIALIZATION: -NA

NAME OF THE COURSE TEACHER: DR N.N.Dighe

COURSE: Digital Business

TYPE OF COURSE: GENERIC CORE

ACADEMIC YEAR: 2022-23

BATCH : 2021-23

CREDITS 03

COURSE CODE: 106

Mapping of Course Outcomes (COs) to Program Outcomes (POs):

Attainment of CO by Direct Attainment Evaluation						
CCEs/ATs	CO1	CO2	CO3	CO4	CO5	CO6
Concurrent 1	3	3				
Concurrent 2			3	3		
Concurrent 3	3	3	3	3	3	3
University Exam	2	2	2	2	2	2
Average	2.66	2.66	2.66	2.66	2.5	2.5
Direct Attainment*80%	2.13	2.13	2.13	2.13	2	2

Attainment of CO by Indirect Evaluation (Exit Feedback Form)						
CCEs/ATs	CO1	CO2	CO3	CO4	CO5	CO6
Are you able to remember the basic terms and concepts Digital Business? e.g The conceptual framework of e-commerce, mobile commerce, and social commerce	2					
Are you able to understand Various usage of mobile and mobile commerce And IoT?		2				
Are you able in describing the various Digital Business Ecosystems?			2			



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Are you able to apply the aspects of various functional areas of Digital Business to develop a Digital Applications?					2	
Are you able to Evaluate/Elaborate various type of Digital Business Models As per their benefits and limitations?						2
Are you able to create/discuss the various online applications for Digital business?						2
Average	2	2	2	2	2	2
Indirect Attainment*20%	0.4	0.4	0.4	0.4	0.4	0.4

Attainment of CO by Direct+Indirect Evaluation						
	CO1	CO2	CO3	CO4	CO5	CO6
<i>Direct</i>	2.13	2.13	2.13	2.13	2	2
<i>Indirect</i>	0.4	0.4	0.4	0.4	0.4	0.4
Total	2.53	2.53	2.53	2.53	2.4	2.4

	PO-1	PO-2	PO-3	PO-4	PO-5	PO-6	PO-7	PO-8	PO-9	PO-10
CO106.1	3	2	2	2	2	3	2	2	1	3
CO106.2	3	2	2	2	2	1	1	1	1	2
CO106.3	3	3	3	3	2	3	3	2	2	2
CO106.4	3	3	2	2	2	1	1	1	1	1
CO106.5	3	2	2	2	2	2	2	2	2	2
CO106.6	3	2	1	1	1	0	1	1	1	2
Targetted PO	3	2.33	2	2	1.83	1.67	1.67	1.5	1.33	2
Attended PO	3	1.67	1.28	1.28	0.95	1.39	1.17	0.84	0.78	1.28



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Mapping of Course Outcomes (COs) to Program Out comes (POs): Rubrics
for attainment of course outcomes:

- Attainment Level 0: <40%
- Attainment Level 1: 40-50%
- Attainment Level 2: 51-60%
- Attainment Level 3: 61-100%

COURSE NAME: Digital Business COURSE

CODE: 106

1. NUMBER OF STUDENTS APPEARED: 136
2. NUMBER OF STUDENTS PASSED: 136
3. PASSING PERCENTAGE: 100

Seat No	Name of the student	Internal Marks	External Marks	Total
56475	Aher Bhagyashree Vijaykumar	44	32	76
56476	Ahire Umesh Sanjay	38	25	63
56477	Akash Jalindhar Vitnor	39	26	65
56478	Akash Sunil Patekar	33	20	53
56479	Avhad Pratiksha Anil	45	34	79
56480	Barde Mayur Ashok	42	29	71
56481	Barve Apurva Balasaheb	43	34	77
56482	Bhagwat Sakshi Balasaheb	40	27	67
56483	Bhondage Vikas Vasant	33	20	53
56484	Bhosale Abhishek Babasaheb	40	34	74
56485	Bhusare Sushil Balasaheb	40	27	67
56486	Borbane Atul Shrikant	41	28	69
56487	Dandime Sagar Manoj	41	33	74
56488	Dani Shakambhari Shankar	43	36	79
56489	Darade Nilam Vilas	41	28	69
56490	Datrang Anilket Ramchandra	42	31	73
56491	Dawkhare Tanmay Nitin	42	34	76
56492	Deshmukh Priti Rajendra	41	28	69
56493	Dehmukh Srushthi Dadasaheb	33	20	53
56494	Dighe Sujata Sanjay	42	29	71
56495	Dinkar Samruddhi Shankar	41	28	69
56496	Dongare Prajakta Ganpat	43	31	74
56497	Phatangare sarthak Digamber	AB	28	28
56498	Gadakh Abhijit Arun	43	37	80



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56499	Gadhe Ashwini Kishor	41	32	73
56500	Gadhe Vaibhav Suresh	28	25	53
56501	Gaikwad Shubham Kishor	42	33	75
56502	Ganbote Bhakti Nitin	35	22	57
56503	Garudkar Prathmesh Mukund	33	20	53
56504	Gawande Ruchik Anil	34	21	55
56505	Gethe Prashant Popat	33	20	53
56506	Ghule Nilesh Bhimraj	44	32	76
56507	Gite Kalyani Sanjay	37	24	61
56508	Godase Kunal Kailas	43	30	73
56509	Gosavi Rushikesh Sakharam	41	32	73
56510	Gosavi Sudhanshu Sameer	42	29	71
56511	Gujar Akash Sardhe	38	25	63
56512	Gulave Shubham Satish	37	24	61
56513	Gunjal Aniket Bhaskar	38	25	63
56514	Hande Akshay Prabhakar	43	31	74
56515	Inamdar Suved Juber	38	25	63
56516	Jadhav Dipak Ankush	41	28	69
56517	Jadhav Rushikesh Subhash	39	26	65
56518	Jadhav Sakshita Santosh	42	30	72
56519	Jadhav Vasudha Jivan	27	14	41
56520	Jaybhaye Ashwini Punjiram	Ab	Ab	0
56521	Jedhe Isha Rajesh	38	25	63
56522	Jondhale Suraj Ramdas	34	21	55
56523	Jorwar Yogesh Ganpat	34	21	55
56524	Joshi Samruddhi Ravikant	41	28	69
56525	Kadam Gokul Shantaram	37	24	61
56526	Kadam Shubham Sunil	40	27	67
56527	Kalaskar Om Bharat	34	21	55
56528	Kale Shrikant Sanjay	34	21	55
56529	Kambale Harshal Snajay	41	31	72
56530	Kangune Manisha Ashok	36	23	59
56531	Kangune Aniket Abasaheb	33	20	53
56532	Karpe Gunjan Dhyaneshwar	40	27	67
56533	Khairnar Nikita Bharat	36	23	59
56534	Kharat Suhas Popat	39	26	65
56535	Khemner Pankaj Tulshiram	40	29	69
56536	Kolse Apurva Sanjay	42	29	71
56537	Kotkar Divya Ravindra	37	24	61
56538	Kshatriya Shraddha Manoj	33	20	53
56539	Khsirsagar Prashant Madhav	33	20	53
56540	Kurkute Sakshi Ashok	28	20	48



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56541	Kuswah Pratibha Pramod	33	20	53
56542	Kute Tejas Chaburao	41	30	71
56543	Lahamage Kamlesh Chandrabhan	41	28	69
56544	Landage Rushikesh Pralhad	39	26	65
56545	Magar Rushikesh Dilip	43	30	73
56546	Maid Poonam Sharad	40	27	67
56547	Matsagar Prashant Tukaram	37	24	61
56548	Matsagar Rambhau Sahberao	38	25	63
56549	Memane Pratiksha Arun	34	21	55
56550	Mhalsagar Shital Sudhakar	43	30	73
56551	Murkute Aditi Namdeo	35	22	57
56552	Nalkar Rutuja Machhindra	45	36	81
56553	Nannar Balasaheb Popat	40	27	67
56554	Nannar Shivam Sakharam	39	26	65
56555	Narendra Manohar Patil	40	32	72
56556	Nawale Sakshi Dipak	42	34	76
56557	Nehe Vishal Rajendra	41	30	71
56558	Nisal Bhakti Dilip	AB	33	33
56559	Padekar Sarang Rohidas	40	32	72
56560	Pansare Dhanraj Dwarkanath	34	21	55
56561	Pathan Imrankhan Rashidkhan	33	20	53
56562	Pathan Swaleha Mansoor	42	34	76
56563	Pawar Achyut Haribhau	33	20	53
56564	Pawar Amit Kailas	39	26	65
56565	Petkar Jayesh Krishna	36	23	59
56566	Phophase Gayatri Sachin	33	20	53
56567	Pokale Siddharth Laxman	43	30	73
56568	Pradip Sanjay Sabale	46	33	79
56569	Rajole Gayatri Sanjay	38	25	63
56570	Raktate Komal Balasaheb	34	21	55
56571	Ritesh Dhyaneshwar Kale	38	25	63
56572	Rokade Sudam Balasaheb	39	26	65
56573	Sadgir Ashutosh Bankar	33	20	53
56574	Sadgir Dhyaneshwar Dinkar	23	22	45
56575	Sahane Pratiksha Ramesh	AB	34	34
56576	Salbande Prachi Shvaji	43	38	81
56577	Salunke Prajwal Ashok	40	27	67
56578	Sansare Anjali Manoj	33	20	53
56579	Sanvatsarkar Harshali Vijay	42	34	76
56580	Shaikh Mujib Tarmohammad	41	38	79
56581	Shaikh Reham Mehmood	37	24	61
56582	Shelar Nikita Anil	40	28	68



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56583	Shelke Anuja Rajendra	41	28	69
56584	Shelke Mitali Navnath	41	37	78
56585	Shermale Akshay Jagannath	43	30	73
56586	Shinde Apekshita Madhusudan	33	20	53
56587	Shinde Bhushan Nivrutti	38	25	63
56588	Shinde Rushikesh Nandu	Ab	Ab	0
56589	Shiande Vaishnavi Raosaheb	46	37	83
56590	Shukla Kanchan Umesh	44	32	76
56591	Sonawane Sakshi Nitin	33	20	53
56592	Tamboli Adnan Pirmohmad	AB	30	30
56593	Tamnar Akshay Vitthal	43	33	76
56594	Tribhuvan Sai Sampat	35	22	57
56595	Udchan Swapnil Basavraj	36	23	59
56596	Ugale Vaishali Balasaheb	40	32	72
56597	Umesh Anil Khairnar	41	33	74
56598	Vadak Rushikesh Prakash	40	31	71
56599	Vairal Sunita Somnath	40	27	67
56600	Valave Smita Snatosh	Ab	15	15
56601	Varpe Pradnya Babaji	42	33	75
56602	Vidhate Trupti Ashok	43	37	80
56603	Wakchaure Shantanu Arun	41	31	72
56604	Walve Rushikesh Bajirao	33	20	53
56605	Waman Sakshi Ram	40	27	67
56606	Waranghuse Vidya Navnath	33	20	53
56607	Zaware Harshad Balasaheb	38	25	63
	Average	38.5	27	63.06
	Total Student Admitted		Total	133
	Apperaed for Exam		126	126
	More than Average	73	70	73
	Percent AGE		Pass	125
			%	99.21



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AMRUTVAHINI INSTITUTE OF MANAGEMENT AND BUSINESS ADMINISTRATION, SANGAMNER							
ATTENDANCE SHEET-MBA-I, DIV-A/B (ACADEMIC YEAR: 2022-23) Viva							
Sub Code: 106 Sub Name: Digital Business							
R.N O	NAME OF THE STUDENT	Conceptual Understanding (5)	Depth of Knowledge (5)	Analytic al Skills (5)	Clarity of Expression (5)	Overall Performance (5)	Total (25)
1	Avhad Pratiksha Anil	5	3	4	4	5	21
2	Barve Apurva Babasaheb	5	4	4	4	5	22
3	Bhagwat Sakshi Balasaheb	4	4	5	4	5	22
4	Bhondage Vikas Vasant	4	4	5	4	5	22
5	Bhosale Abhishek Babasaheb	4	3	5	4	5	21
6	Bhusare Sushil Balasaheb	3	3	4	5	5	20
7	Borbane Atul	4	5	4	5	4	22
8	Dani Shakambhari Shankar	3	3	4	3	5	18
9	Darade Nilam Vilas	4	4	3	5	5	21
10	Dawkhar Tanmay Nitin	3	3	3	4	4	17
11	Deshmukh Srushti Dadasaheb	3	5	5	3	4	20
12	Dighe Sujata Sanjay	3	5	4	3	4	19
13	Dongare Prajakta Ganpat	4	5	3	5	3	20
14	Fatangre Sarthak Digamber						AB
15	Gadakh Abhijit Arun	4	5	3	4	4	20
16	Gadhe Vaibhav Suresh	4	4	3	3	3	17
17	Ghule Nilesh Bhimraj	5	4	4	4	5	22
18	Godase Kunal Kailas	4	5	5	3	3	20
19	Gosavi Sudhanshu Sameer	3	3	4	4	4	18



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20	Gujar Akash Sardahe	3	4	4	4	6	21
21	Gunjal Aniket Bhaskar	3	4	5	5	3	20
22	Hande Akshay Prabhakar	3	4	5	5	4	21
23	Inamdar Suved Juber	3	4	5	5	5	22
24	Jaybhaye Ashwini Punjiram						AB
25	Jedhe Isha Rajesh	4	4	4	5	5	22
26	Jondhale Suraj Ramdas	4	4	5	4	5	22
27	Jorwar Yogesh Ganpat	3	3	4	5	5	20
28	Joshi Samruddhi Ravikan t	3	4	5	5	5	22
29	Kadam Gokul Shantaram	3	5	5	4	5	22
30	Kadam Shubham Sunil	4	4	5	4	5	22
31	Kalaskar Om Bharat	4	4	5	5	5	23
32	Kamble Harshal Sanjay	3	4	5	5	5	22
33	Kangane Manisha Ashok	4	4	5	5	5	23
34	Kolse Appurva Sanjay	3	5	4	5	4	21
35	Kotkar Divya Ravindra	4	5	3	4	4	20
36	Kshatriya Shraddha Manoj	4	4	3	3	3	17
37	Kshirsagar Prashant Madhav	5	5	4	4	5	23
38	Lahamage Kamlesh C.	5	4	4	4	5	22
39	Landge Hrushikesh Pralhad	5	4	4	4	5	22
40	Maid Poonam Sharad	5	5	4	4	5	23
41	Matsagar Rambhau Sahebrao	5	4	4	4	5	22
42	Murkute Aditi Namdev	3	3	4	5	5	20



AMRUTVAHINI INSTITUTE OF MANAGEMENT & BUSINESS ADMINISTRATION,

P.O. Sangamner S.K.(422608)

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Phone No: (02425) 250015, 250255 NAAC Accredited & ISO 9001:2015 Certified Institute Fax No
www.amrutaimba.com E-mail: directoraimba@yahoo.in

43	Nalkar Rutuja Machindra	4	4	5	4	5	22
44	Nannar Shivam Sakharam	3	3	4	3	5	18
45	Nisal Bhakti						AB
46	Pansare Dhanraj Dwarkanath	3	4	5	5	4	21
47	Pathan Swaleha Mansoor	3	4	5	5	5	22
48	Patil Narendra Manohar	4	4	5	5	5	23
49	Pawar Achyut Haribhau	4	4	5	4	5	22
50	Phopse Gayatri Sachin	4	4	5	5	5	23
51	Sabale Pradip Sanjay	4	5	3	4	4	20
52	Sadgir Ashitosh Bankar	4	4	3	3	3	17
53	Sadgir Dnyaneshwa rDinakar	5	5	4	4	5	23
54	Sanvatsarkar Harshali Vijay	4	5	5	3	3	20
55	Shaikh Mujib Tarmohamm ad	3	3	4	4	4	18
56	Shelke Mitali Navnath	3	4	4	4	6	21
57	Shermale Akshay Jagannath	3	4	5	5	3	20
58	Shinde Bhushan Nivrutti	3	4	5	5	4	21
59	Shukla Kanchan Umesh	3	4	5	5	5	22
60	Sonawane Sakshi Nitin	4	4	5	4	5	22
61	Tamboli Adnan Pirmohamad						AB
62	Tamnar Akshay Vitthal	4	4	5	5	4	22
63	Vadak Rushikesh Prakash	3	3	4	5	5	20
64	Vairal Sunita Somnath	3	4	5	5	5	22
65	Varpe Pradnya Babaji	3	5	5	4	5	22



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66	Vidhate Trupti Ashok	4	5	5	5	5	24
67	Zaware Harshad Balasaheb	3	3	4	5	5	20
68	Aher Bhagyashree V.	4	5	4	5	4	22
69	Ahire Umesh Sanjay	3	3	4	3	5	18
70	Barde Mayur Ashok	4	4	3	5	5	21
71	Dandime Sagar Manoj	3	4	5	5	4	21
72	Datrange Aniket R.	4	5	3	4	5	21
73	Deshmukh Priti Rajendra	3	4	5	5	3	20
74	Dinkar Samruddhi Shankar	3	4	5	5	4	21
75	Gadhe Ashwini Kishor	3	4	5	5	5	22
76	Gaikwad Shubham Kishor	4	4	4	5	5	22
77	Ganbote Bhakti Nitin	4	4	5	5	4	22
78	Garudkar Prathmesh Mukund	4	4	5	4	5	22
79	Gawande Ruchik Anil	3	3	4	5	5	20
80	Gethe Prashant Popat	3	4	5	5	5	22
81	Gite Kalyani Sanjay	3	5	5	4	5	22
82	Gosavi Rushikesh Sakharam	4	5	5	5	5	24
83	Gulave Shubham Satish	4	4	5	5	5	23
84	Jadhav Dipak Ankush	3	4	5	4	5	21
85	Jadhav Rushikesh Subhash	4	4	5	5	5	23
86	Jadhav Sakshita Santosh	3	5	4	5	4	21
87	Jadhav Vasudha Jivan	4	5	3	4	4	20
88	Kale Ritesh Dnyaneshwar	4	4	3	3	3	17
89	Kale Shrikant Sanjay	5	5	4	4	5	23
90	Kangune Aniket Abasaheb	3	5	4	5	4	21
91	Karpe Gunjan Dnyaneshwar	4	5	3	4	4	20



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92	Khairnar Nikita Bharat	4	4	3	3	3	17
93	Khairnar Umesh Anil	5	5	4	4	5	23
94	Khale Divya Vijay	4	5	3	4	4	20
95	Kharat Suhas Popat	4	4	3	3	3	17
96	Khemnar Pankaj Tulshiram	5	5	4	4	5	23
97	Kurkute Sakshee Ashok	3	5	4	5	4	21
98	Kuswah Pratibha Pramod	4	5	3	4	4	20
99	Kute Tejas Chhaburao	4	5	3	4	4	20
100	Magar Rushikesh Dilip	4	4	3	3	3	17
101	Matsgar Prashant Tukaram	5	5	4	4	5	23
102	Memane Pratiksha Arun	3	5	4	5	4	21
103	Mhalaskar Shital Sudhakar	4	5	3	4	4	20
104	Nannar Balasaheb Popat	4	4	3	3	3	17
105	Nawale Sakshi Dipak	5	5	4	4	5	23
106	Nehe Vishal Rajendra	3	4	5	5	4	21
107	Padekar Sarang Rohidas	3	4	5	5	5	22
108	Patekar Ashish Sunil	4	4	5	5	5	23
109	Pathan Imran Khan R.	4	4	5	5	5	23
110	Pawar Amit Vikas	3	4	5	5	4	21
111	Petkar Jayesh Krishna	3	4	5	5	4	21
112	Pokale Siddharth Laxman	3	4	5	5	5	22
113	Rajole Gayatri Sachin	4	4	5	4	5	22
114	Raktate Komal Babasaheb	4	4	4	5	5	22
115	Rokade Sudam Balasaheb	4	4	5	5	5	23
116	Sahane Pratiksha Ramesh						AB
117	Salbande Prachi Shivaji	3	4	5	5	5	22
118	Salunke Prajwal Deepak	3	5	5	4	5	22



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119	Sansare Anjali Manoj	4	5	4	5	4	22
120	Shaikh Rehan Mahemood	4	4	5	5	5	23
121	Shelar Nikita Anil	3	4	5	5	5	22
122	Shelke Anuja Rajendra	4	4	5	4	5	22
123	Shinde Apekshita M.	3	5	4	5	4	21
124	Shinde Rushikesh Nandu						AB
125	Shinde Vaishnavi Raosaheb	3	4	5	5	5	22
126	Tambe Prasad Rajendra	4	4	5	5	5	23
127	Tribhuvan Sai Sampat	3	4	5	5	5	22
128	Udachan Swapnil Basavaraj	4	4	5	5	5	23
129	Ugale Vaishali Balasaheb	4	4	5	5	5	23
130	Vitnor Akash Jalindar	4	4	5	5	5	23
131	Wakchaure Shantanu Arun	3	4	4	5	5	21
132	Walave Rushikesh Bajirao	3	4	5	5	5	22
133	Walave Sunita Santosh						AB
134	Waman Sakshi Ram	4	5	5	4	5	23
135	Warungase Vidya Navnath	4	5	5	3	4	21
						Average	21
			student above 21		91		91
			percentage				67.40



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AMRUTVAHINI INSTITUTE OF MANAGEMENT AND BUSINESS ADMINISTRATION, SANGAMNER							
ATTENDANCE SHEET-MBA-I, DIV-A/B (ACADEMIC YEAR: 2022-23) ASSIGNMENT							
Sub Code: 106 Sub Name: Digital Business							
R.N O	NAME OF THE STUDENT	Understanding of the Situation (5)	Data Collection and Analysis (5)	Stakeholder Analysis (5)	Critical Thinking and Insight (5)	Communication and Presentation (5)	Total (25)
1	Avhad Pratiksha Anil	4	4	5	5	5	23
2	Barve Apurva Babasaheb	3	3	4	5	5	20
3	Bhagwat Sakshi Balasaheb	4	4	5	5	5	23
4	Bhondage Vikas Vasant	3	3	4	5	5	20
5	Bhosale Abhishek Babasaheb	3	4	5	5	5	22
6	Bhusare Sushil Balasaheb	3	5	5	4	5	22
7	Borbane Atul	4	5	5	5	5	24
8	Dani Shakambhari Shankar	4	4	5	5	5	23
9	Darade Nilam Vilas	3	4	5	5	5	22
10	Dawkhar Tanmay Nitin	4	4	5	5	5	23
11	Deshmukh Srushti Dadasaheb	3	5	4	5	4	21
12	Dighe Sujata Sanjay	4	4	5	5	5	23
13	Dongare Prajakta Ganpat	3	5	4	5	4	21
14	Fatangre Sarthak Digamber						AB
15	Gadakh Abhijit Arun	4	5	5	5	5	24
16	Gadhe Vaibhav Suresh	4	4	5	5	5	23
17	Ghule Nilesh Bhimraj	3	4	5	5	5	22
18	Godase Kunal Kailas	4	4	5	5	5	23
19	Gosavi Sudhanshu Sameer	4	4	5	5	5	23
20	Gujar Akash Saradahe	4	4	5	5	5	23



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21	Gunjal Aniket Bhaskar	3	3	4	5	5	20
22	Hande Akshay Prabhakar	4	4	5	5	5	23
23	Inamdar Suved Juber	3	3	4	5	5	20
24	Jaybhaye Ashwini Punjiram						AB
25	Jedhe Isha Rajesh	3	5	5	4	5	22
26	Jondhale Suraj Ramdas	4	5	5	5	5	24
27	Jorwar Yogesh Ganpat	4	4	5	5	5	23
28	Joshi Samruddhi Ravikant	3	4	5	5	5	22
29	Kadam Gokul Shantaram	4	4	5	5	5	23
30	Kadam Shubham Sunil	3	5	4	5	4	21
31	Kalaskar Om Bharat	4	5	3	4	4	20
32	Kamble Harshal Sanjay	4	5	5	5	5	24
33	Kangane Manisha Ashok	4	4	5	5	5	23
34	Kolse Appurva Sanjay	5	5	4	5	4	23
35	Kotkar Divya Ravindra	4	5	3	4	4	20
36	Kshatriya Shraddha Manoj	4	4	3	3	3	17
37	Kshirsgar Prashant Madhav	5	5	4	4	5	23
38	Lahamage Kamlesh C.	5	5	4	4	5	23
39	Landge Hrushikesh Pralhad	5	5	4	4	5	23
40	Maid Poonam Sharad	5	5	4	4	5	23
41	Matsagar Rambhau Sahebrao	5	5	4	4	5	23
42	Murkute Aditi Namdev	3	3	4	5	5	20
43	Nalkar Rutuja Machindra	4	4	5	5	5	23
44	Nannar Shivam Sakharam	3	3	4	5	5	20
45	Nisal Bhakti						AB



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Phone No: (02425) 250015, 250255 NAAC Accredited & ISO 9001:2015 Certified Institute Fax No: 250016
www.amrutaimba.com E-mail: directoraimba@yahoo.in

46	Pansare Dhanraj Dwarkanath		5	3	4	5	5	22
47	Pathan Swaleha Mansoor		5	4	5	5	5	24
48	Patil Narendra Manohar		5	5	5	4	5	24
49	Pawar Achyut Haribhau		4	5	5	5	5	24
50	Phopse Gayatri Sachin		4	4	5	5	5	23
51	Sabale Pradip Sanjay		3	4	5	5	5	22
52	Sadgir Ashitosh Bankar		4	4	5	5	5	23
53	Sadgir Dnyaneshwa rDinakar		5	5	4	5	4	23
54	Sanvatsarkar Harshali Vijay		5	5	5	3	3	21
55	Shaikh Mujib Tarmohammad		3	3	4	4	4	18
56	Shelke Mitali Navnath		3	4	4	4	6	21
57	Shermale Akshay Jagannath		3	4	5	5	3	20
58	Shinde Bhushan Nivrutti		4	4	5	5	5	23
59	Shukla Kanchan Umesh		3	3	4	5	5	20
60	Sonawane Sakshi Nitin		4	4	5	5	5	23
61	Tamboli Adnan Pirmohamad	AB						
62	Tamnar Akshay Vitthal		3	4	5	5	5	22
63	Vadak Rushikesh Prakash		3	5	5	4	5	22
64	Vairal Sunita Somnath		4	5	5	5	5	24
65	Varpe Pradnya Babaji		4	4	5	5	5	23
66	Vidhate Trupti Ashok		3	4	5	5	5	22
67	Zaware Harshad Balasaheb		4	4	5	5	5	23
68	Aher Bhagyashree V.		3	5	4	5	4	21
69	Ahire Umesh Sanjay		3	4	5	5	5	22
70	Barde Mayur Ashok		4	4	5	5	5	23



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www.amrutaimba.com E-mail: directoraimba@yahoo.in

71	Dandime Sagar Manoj	4	4	5	5	5	23
72	Datrange Aniket R.	4	4	5	5	5	23
73	Deshmukh Priti Rajendra	3	3	4	5	5	20
74	Dinkar Samruddhi Shankar	4	4	5	5	5	23
75	Gadhe Ashwini Kishor	3	3	4	5	5	20
76	Gaikwad Shubham Kishor	3	4	5	5	5	22
77	Ganbote Bhakti Nitin	3	5	5	4	5	22
78	Garudkar Prathmesh Mukund	4	5	5	5	5	24
79	Gawande Ruchik Anil	4	4	5	5	5	23
80	Gethe Prashant Popat	3	4	5	5	5	22
81	Gite Kalyani Sanjay	4	4	5	5	5	23
82	Gosavi Rushikesh Sakharam	4	4	5	5	5	23
83	Gulave Shubham Satish	3	3	4	5	5	20
84	Jadhav Dipak Ankush	4	4	5	5	5	23
85	Jadhav Rushikesh Subhash	3	3	4	5	5	20
86	Jadhav Sakshita Santosh	3	4	5	5	5	22
87	Jadhav Vasudha Jivan	3	5	5	4	5	22
88	Kale Ritesh Dnyaneshwar	4	5	5	5	5	24
89	Kale Shrikant Sanjay	4	4	5	5	5	23
90	Kangune Aniket Abasaheb	3	4	5	5	5	22
91	Karpe Gunjan Dnyaneshwar	4	4	5	5	5	23
92	Khairnar Nikita Bharat	3	5	4	5	4	21
93	Khairnar Umesh Anil	4	4	5	5	5	23
94	Khale Divya Vijay	5	5	4	5	5	24
95	Kharat Suhas Popat	4	4	5	5	5	23
96	Khemnar Pankaj Tulshiram	3	3	4	5	5	20
97	Kurkute Sakshee Ashok	3	4	5	5	5	22
98	Kuswah Pratibha Pramod	3	5	5	4	5	22
99	Kute Tejas Chhaburao	4	5	5	5	5	24



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100	Magar Rushikesh Dilip		4	4	5	5	5	23
101	Matsgar Prashant Tukaram		3	4	5	5	5	22
102	Memane Pratiksha Arun		4	4	5	5	5	23
103	Mhalaskar Shital Sudhakar		3	5	4	5	4	21
104	Nannar Balasaheb Popat		3	4	5	5	3	20
105	Nawale Sakshi Dipak		5	5	5	5	5	25
106	Nehe Vishal Rajendra		3	3	4	5	5	20
107	Padekar Sarang Rohidas		4	4	5	5	5	23
108	Patekar Ashish Sunil		5	3	4	5	5	22
109	Pathan Imran Khan R.		5	4	5	5	5	24
110	Pawar Amit Vikas		5	5	5	4	5	24
111	Petkar Jayesh Krishna		4	5	5	5	5	24
112	Pokale Siddharth Laxman		4	4	5	5	5	23
113	Rajole Gayatri Sachin		3	4	5	5	5	22
114	Raktate Komal Babasaheb		4	4	5	5	5	23
115	Rokade Sudam Balasaheb		3	5	4	5	4	21
116	Sahane Pratiksha Ramesh	AB						AB
117	Salbande Prachi Shivaji		3	3	4	5	5	20
118	Salunke Prajwal Deepak		4	4	5	5	5	23
119	Sansare Anjali Manoj		3	3	4	5	5	20
120	Shaikh Rehan Mahemood		5	4	5	5	5	24
121	Shelar Nikita Anil		5	5	5	4	5	24
122	Shelke Anuja Rajendra		4	5	5	5	5	24
123	Shinde Apekshita M.		4	4	5	5	5	23
124	Shinde Rushikesh Nandu							AB
125	Shinde Vaishnavi Raosaheb		4	4	5	5	5	23
126	Tambe Prasad Rajendra		3	5	4	5	4	21
127	Tribhuvan Sai Sampat		3	5	5	4	5	22



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128	Udachan Swapnil Basavaraj	4	5	5	5	5	24
129	Ugale Vaishali Balasaheb	3	5	5	3	4	20
130	Vitnor Akash Jalindar	3	5	4	3	4	19
131	Wakchaure Shantanu Arun	4	5	3	5	3	20
132	Walave Rushikesh Bajirao	4	5	3	4	5	21
133	Walave Sunita Santosh						AB
134	Waman Sakshi Ram	3	4	5	5	4	21
135	Warungase Vidya Navnath	3	4	5	5	5	22

Average 22
more than
average 92
Percentage 68
3



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AMRUTVAHINI INSTITUTE OF MANAGEMENT AND BUSINESS ADMINISTRATION, SANGAMNER							
ATTENDANCE SHEET-MBA-I, DIV-A/B (ACADEMIC YEAR: 2022-23) Role Play							
Sub Code: 106 Sub Nmae: Digital Business							
R.N O	NAME OF THE STUDENT	Understanding of the Role (5)	Character Development (5)	Communication and Interaction (5)	Creativity and Innovation (5)	Overall Performance (5)	Total (25)
1	Avhad Pratiksha Anil	3	5	4	5	4	21
2	Barve Apurva Babasaheb	4	4	5	5	5	23
3	Bhagwat Sakshi Balasaheb	3	5	4	5	4	21
4	Bhondage Vikas Vasant	4	4	5	5	5	23
5	Bhosale Abhishek Babasaheb	3	3	4	5	5	20
6	Bhusare Sushil Balasaheb	4	4	5	5	5	23
7	Borbane Atul	3	3	4	5	5	20
8	Dani Shakambhari Shankar	3	4	5	5	5	22
9	Darade Nilam Vilas	3	5	5	4	5	22
10	Dawkhar Tanmay Nitin	4	5	5	4	5	23
11	Deshmukh Srushti Dadasaheb	3	5	4	5	4	21
12	Dighe Sujata Sanjay	4	4	5	5	5	23
13	Dongare Prajakta Ganpat	3	5	4	5	4	21
14	Fatangre Sarthak Digamber	4	4	5	5	5	23
15	Gadakh Abhijit Arun	3	3	4	5	5	20
16	Gadhe Vaibhav Suresh	4	4	5	5	5	23
17	Ghule Nilesh Bhimraj	3	3	4	5	5	20
18	Godase Kunal Kailas	3	4	5	5	5	22
19	Gosavi Sudhanshu Sameer	3	5	5	4	5	22
20	Gujar Akash Sardaha	4	5	5	5	5	24
21	Gunjal Aniket Bhaskar	4	4	5	5	5	23
22	Hande Akshay Prabhakar	3	4	5	5	5	22
23	Inamdar Suved Juber	3	3	4	5	5	20
24	Jaybhaye Ashwini Punjiram	3	4	5	5	5	22
25	Jedhe Isha Rajesh	3	5	5	4	5	22
26	Jondhale Suraj Ramdas	4	5	5	5	5	24
27	Jorwar Yogesh Ganpat	4	4	5	5	5	23



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28	Joshi Samruddhi Ravikant	3	4	5	5	5	22
29	Kadam Gokul Shantaram	4	4	5	5	5	23
30	Kadam Shubham Sunil	3	5	4	5	4	21
31	Kalaskar Om Bharat	4	5	3	4	4	20
32	Kamble Harshal Sanjay	4	5	5	5	4	23
33	Kangane Manisha Ashok	3	5	4	5	4	21
34	Kolse Appurva Sanjay	4	4	5	5	5	23
35	Kotkar Divya Ravindra	3	5	4	5	4	21
36	Kshatriya Shraddha Manoj	4	4	5	5	5	23
37	Kshirsagar Prashant Madhav	3	3	4	5	5	20
38	Lahamage Kamlesh C.	4	4	5	5	5	23
39	Landge Hrushikesh Pralhad	3	3	4	5	5	20
40	Maid Poonam Sharad	3	4	5	5	5	22
41	Matsagar Rambhau Sahebrao	3	5	5	4	5	22
42	Murkute Aditi Namdev	4	5	5	5	5	24
43	Nalkar Rutuja Machindra	4	4	5	5	5	23
44	Nannar Shivam Sakharam	3	3	4	5	5	20
45	Nisal Bhakti	5	5	4	5	4	23
46	Pansare Dhanraj Dwarkanath	4	4	5	5	5	23
47	Pathan Swaleha Mansoor	5	5	4	5	4	23
48	Patil Narendra Manohar	4	4	5	5	5	23
49	Pawar Achyut Haribhau	5	5	4	4	5	23
50	Phopse Gayatri Sachin	4	4	5	5	5	23
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52	Sadgir Ashitosh Bankar	5	4	5	5	5	24
53	Sadgir Dnyaneshwar Dinakar	5	5	5	4	5	24
54	Sanvatsarkar Harshali Vijay	4	5	5	5	5	24
55	Shaikh Mujib Tarmohammad	5	5	4	4	4	22
56	Shelke Mitali Navnath	5	4	4	4	6	23
57	Shermale Akshay Jagannath	5	5	4	5	4	23
58	Shinde Bhushan Nivrutti	4	4	5	5	5	23
59	Shukla Kanchan Umesh	3	5	4	5	4	21
60	Sonawane Sakshi Nitin	4	4	5	5	5	23
61	Tamboli Adnan Pirmohamad	3	3	4	5	5	20



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62	Tamnar Akshay Vitthal	4	4	5	5	5	23
63	Vadak Rushikesh Prakash	3	3	4	5	5	20
64	Vairal Sunita Somnath	3	4	5	5	5	22
65	Varpe Pradnya Babaji	3	5	5	4	5	22
66	Vidhate Trupti Ashok	4	5	5	5	5	24
67	Zaware Harshad Balasaheb	4	4	5	5	5	23
68	Aher Bhagyashree V.	3	4	5	5	5	22
69	Ahire Umesh Sanjay	4	4	5	5	5	23
70	Barde Mayur Ashok	3	5	4	5	4	21
71	Dandime Sagar Manoj	3	4	5	5	5	22
72	Datrange Aniket R.	4	4	5	5	5	23
73	Deshmukh Priti Rajendra	4	4	5	5	5	23
74	Dinkar Samruddhi Shankar	4	4	5	5	5	23
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79	Gawande Ruchik Anil	3	5	5	4	5	22
80	Gethe Prashant Popat	4	5	5	5	5	24
81	Gite Kalyani Sanjay	4	4	5	5	5	23
82	Gosavi Rushikesh Sakharam	3	4	5	5	5	22
83	Gulave Shubham Satish	4	4	5	5	5	23
84	Jadhav Dipak Ankush	4	4	5	5	5	23
85	Jadhav Rushikesh Subhash	3	3	4	5	5	20
86	Jadhav Sakshita Santosh	4	4	5	5	5	23
87	Jadhav Vasudha Jivan	5	4	4	5	5	23
88	Kale Ritesh Dnyaneshwar	5	5	5	4	5	24
89	Kale Shrikant Sanjay	4	5	5	5	5	24
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91	Karpe Gunjan Dnyaneshwar	3	5	4	5	4	21
92	Khairnar Nikita Bharat	4	4	5	5	5	23
93	Khairnar Umesh Anil	3	5	4	5	4	21
94	Khale Divya Vijay	4	4	5	5	5	23
95	Kharat Suhas Popat	5	5	4	5	5	24
96	Khemnar Pankaj Tulshiram	4	4	5	5	5	23
97	Kurkute Sakshee Ashok	5	5	4	5	5	24
98	Kuswah Pratibha Pramod	5	4	5	5	5	24
99	Kute Tejas Chhaburao	5	5	5	4	5	24



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100	Magar Rushikesh Dilip	4	5	5	5	5	24
101	Matsgar Prashant Tukaram	5	4	5	5	5	24
102	Memane Pratiksha Arun	4	4	5	5	5	23
103	Mhalaskar Shital Sudhakar	5	5	4	5	4	23
104	Nannar Balasaheb Popat	4	4	5	5	5	23
105	Nawale Sakshi Dipak	5	5	4	5	4	23
106	Nehe Vishal Rajendra	4	4	5	5	5	23
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111	Petkar Jayesh Krishna	3	5	5	4	5	22
112	Pokale Siddharth Laxman	4	5	5	5	5	24
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123	Shinde Apekshita M.	5	4	5	5	5	24
124	Shinde Rushikesh Nandu	5	5	5	4	5	24
125	Shinde Vaishnavi Raosaheb	5	5	4	5	4	23
126	Tambe Prasad Rajendra	4	4	5	5	5	23
127	Tribhuvan Sai Sampat	5	5	4	5	4	23
128	Udachan Swapnil Basavaraj	4	4	5	5	5	23
129	Ugale Vaishali Balasaheb	3	5	4	5	4	21
130	Vitnor Akash Jalindar	4	4	5	5	5	23
131	Wakchaure Shantanu Arun	4	4	4	5	5	22
132	Walave Rushikesh Bajirao	3	5	4	5	4	21
133	Walave Sunita Santosh	4	5	4	5	4	22
134	Waman Sakshi Ram	4	4	5	5	5	23
135	Warungase Vidya Navnath	3	5	4	5	4	21

Avg.	22
Above	104



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Average	
Percentage	77.0
Score	4
	3

Concurrent 1	student above 21	92	68.15	3
Concurrent 2	student above 22	98	72.592 6	3
Concurrent 3	student above 22	104	77.04	3

Objectives

- **E-Commerce – Introduction to The e-Business Model**
 - E-commerce: Definition, Benefits, and limitations.
 - Describe and discuss the content and framework of EC.
 - E-commerce classification and models.
 - E-Commerce Infrastructure & Topology.

Electronic Commerce: Definitions and Concepts

A Definition

- **Electronic Commerce (EC) is where business transactions take place via telecommunications networks, especially the Internet.**
 - **Electronic commerce** describes the buying and selling of products, services, and information via computer networks including the Internet.
 - The infrastructure for EC is a **networked computing** Environment in business, home, and government.
- **E-business**

A broader definition of EC that includes not just the buying and selling of goods and services, but also servicing customers, collaborating with business partners, and conducting electronic transactions within an organization

therelationshipbetweentheconceptsofe-commerce and e-business.

E-commerce is generally understood to be a sub-set of e-business. E-commerce refers to financial and non-financial transactions between organizations. These transactions are often considered in the context of a supplier organization distributing and selling its product to consumers.

E-business includes transactions from a buy-side and sell-side e-commerce perspective and also the use of communications technology to improve internal process efficiencies.

therelationshipbetweentheconceptsof e-commerce and e-business

This can best be explained by referring to different elements shown in Figures 1.1 and 1.2 that is,

- **sell-side-commerce**: Sell-side-commerce concerns transactions related to the sale and distribution of goods such as a supermarket selling direct to its customers
- **buy-side-commerce**: Buy-side-commerce refers to electronic transactions concerned with the purchase and inbound logistics of goods such as a supermarket coordinating purchases from its suppliers
- **internal use of electronic communication to support business processes.**

E-business is generally understood to include all three elements. E-commerce is commonly used to refer to either the first one or first two of these elements, but less commonly the third.

E-business is broader in scope than e-commerce.

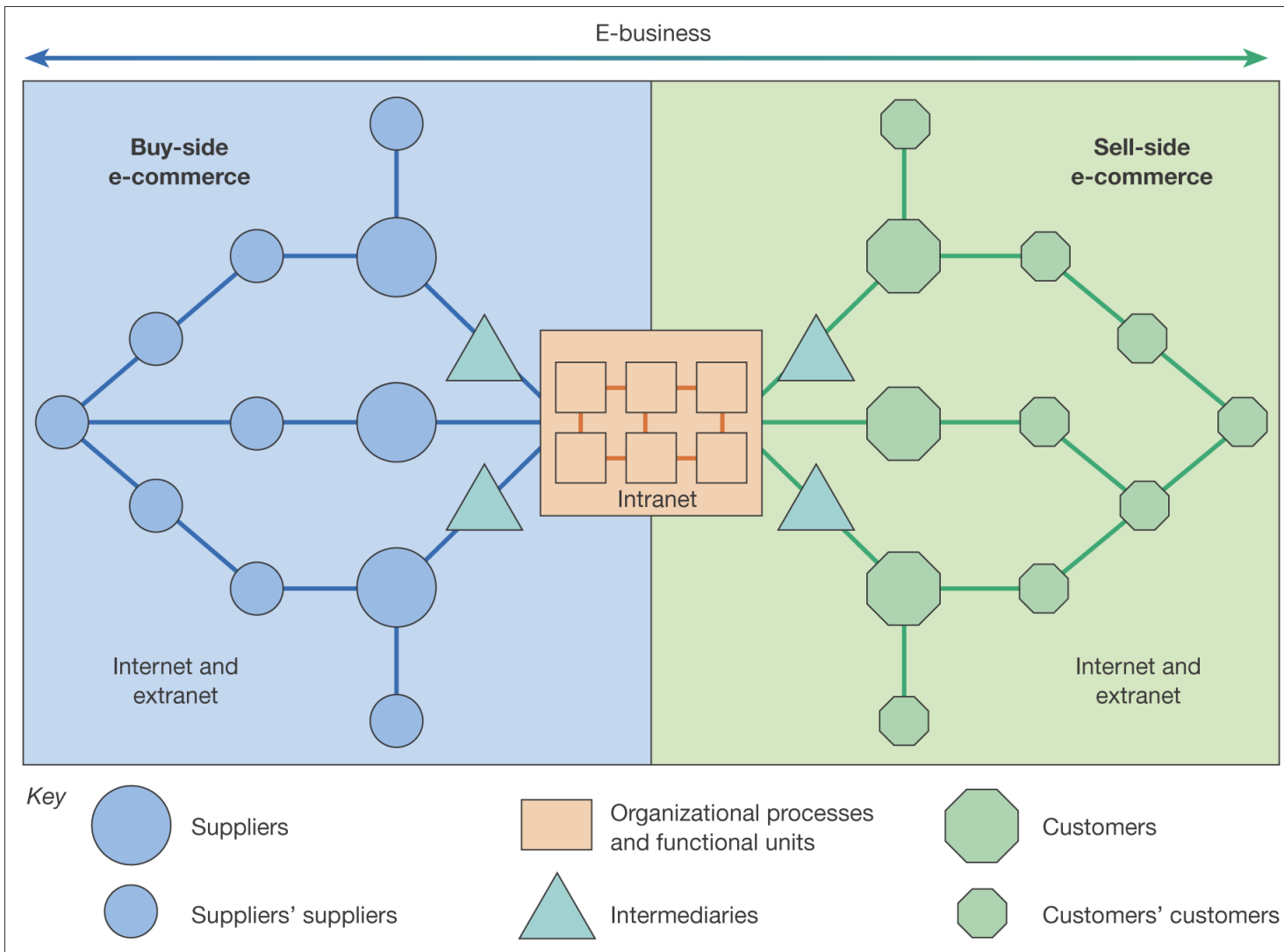


Figure 1.1 The distinction between buy-side and sell-side e-commerce

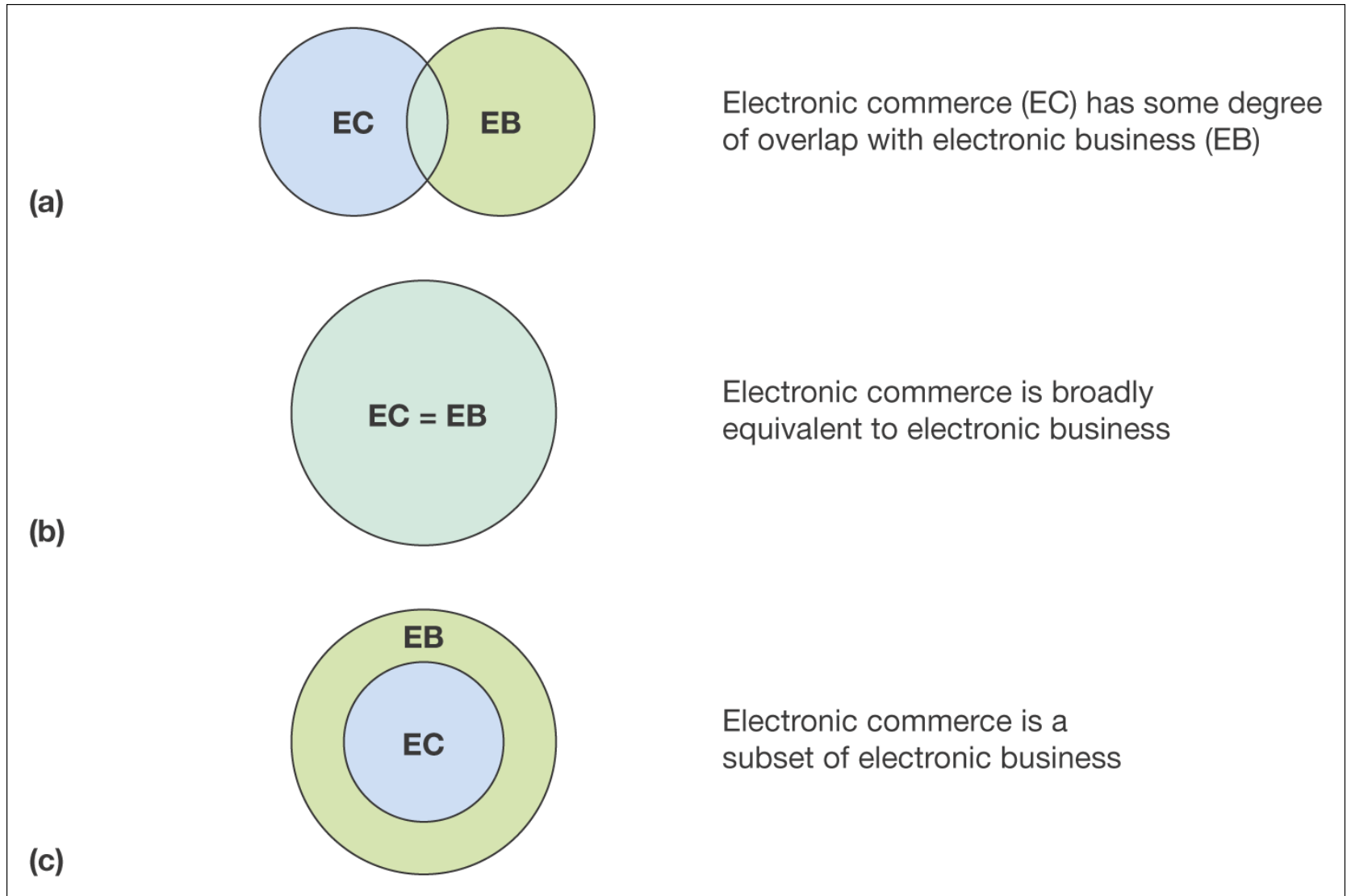


Figure 1.2: Three definitions of the relationship between e-commerce and e-business

Examples of E-Commerce

Sites	Description
Amazon.com	Provides access to several million books electronically. It also sells music CDs, electronics, software, toys, video games, prescription drugs, and much more.
Drugstore.com	Refills and sells new drugs and vitamins and other health products online.
Apple Computer (apple.com).	sells computers online
Peapod.com	sells groceries over the Web

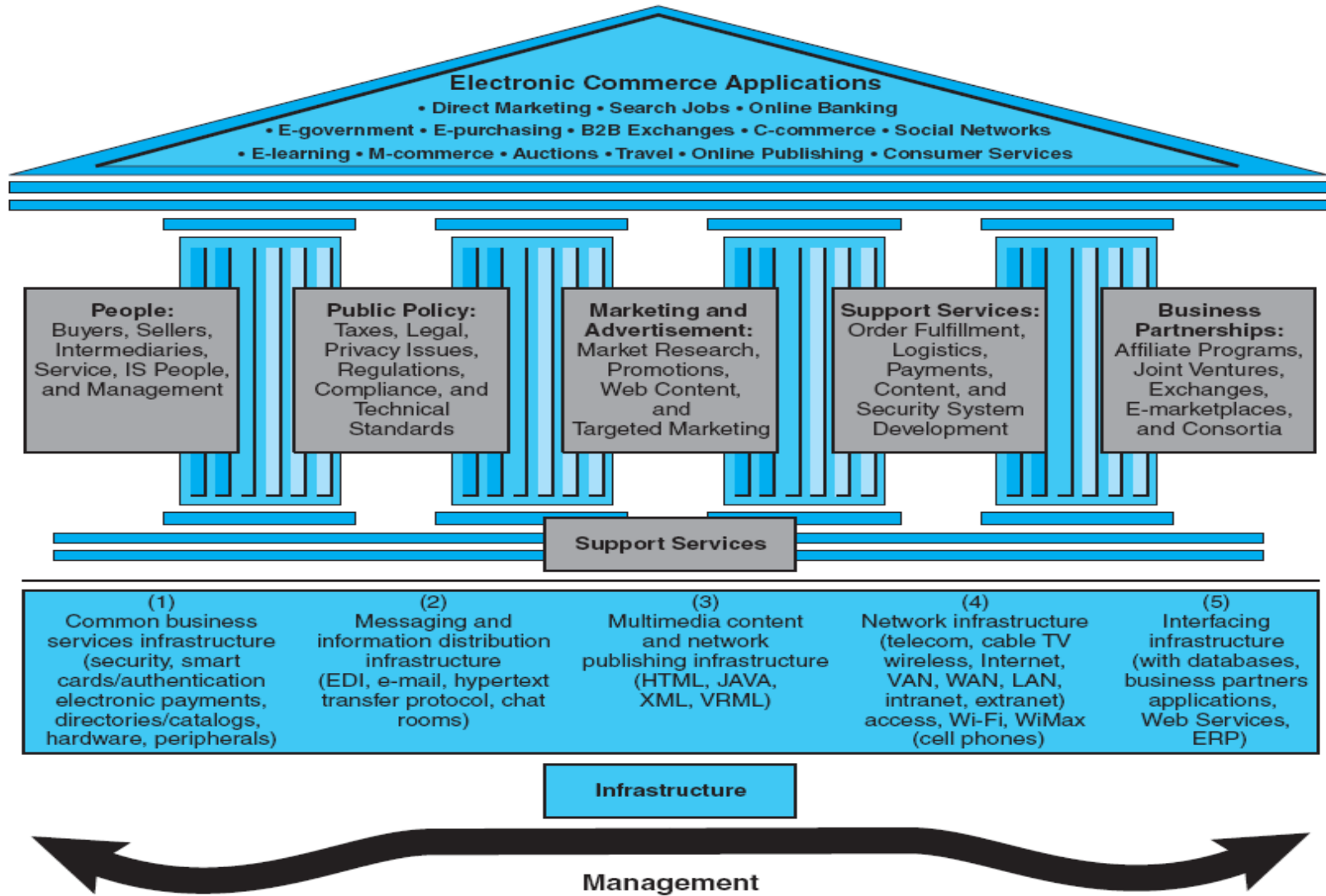
E-Commerce Framework

FivesupportareasforECapplications

- People
- Publicpolicy
- Marketingandadvertisement
- Supportservices
- Businesspartnerships

E-Commerce Framework

EXHIBIT 1.3 A Framework for Electronic Commerce

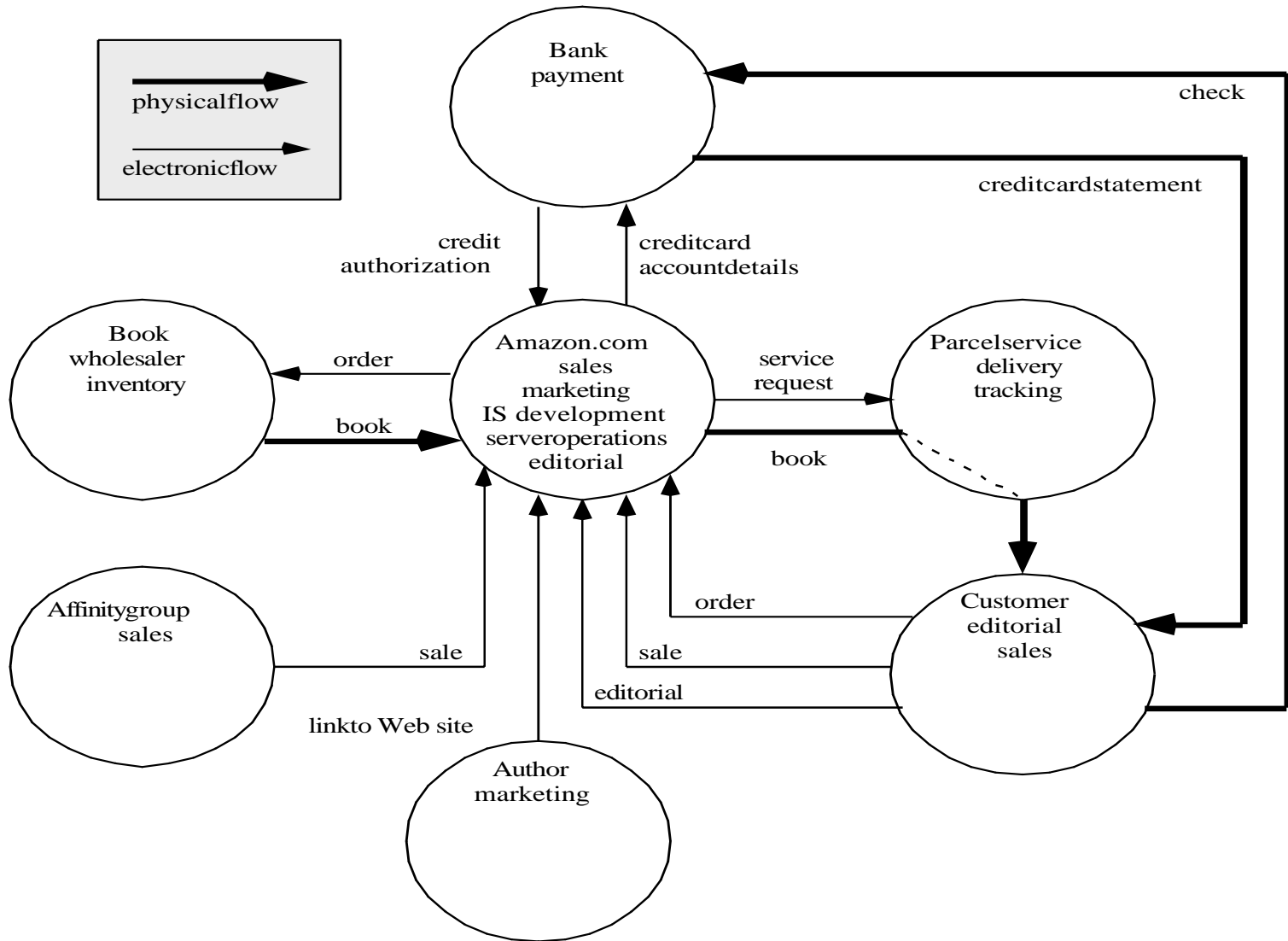


E-Commerce Framework

OTHER ELECTRONIC COMMERCE CONCEPTS

- Three dimensions
 - the product (service) sold [physical/ digital]
 - the process [physical/ digital]
 - the delivery agent (or intermediary) [physical/digital]
- Traditional commerce
 - all dimensions are physical
- Pure EC
 - all dimensions are digital (Virtual/online)
- Partial EC
 - all other possibilities include a mix of digital and physical dimensions

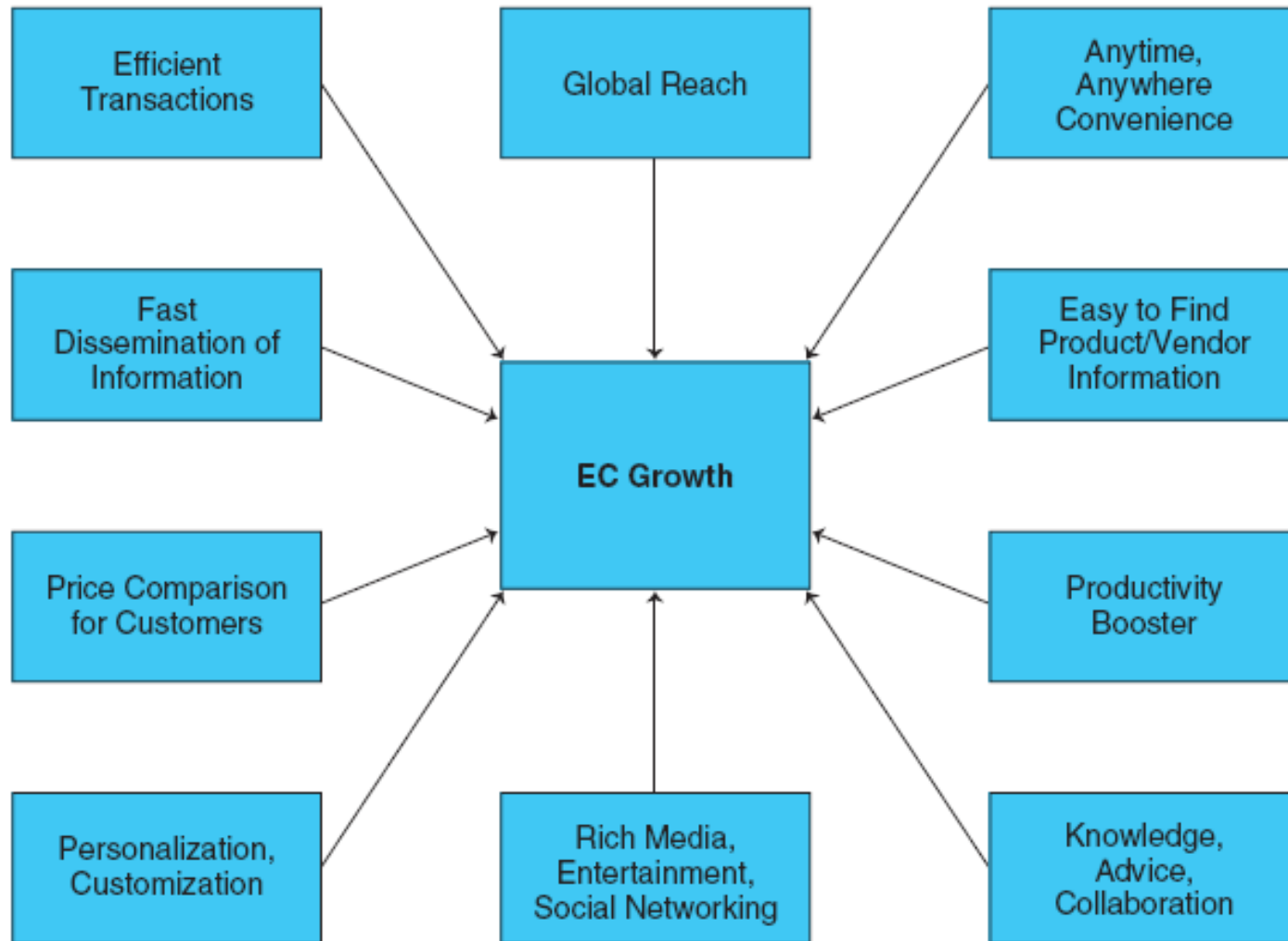
Amazon.com



Benefits

EXHIBIT 1.9

Major Contributions to the Growth of EC



The Benefits of E-Commerce

Benefits to Organizations

- Expands the marketplace to national and international markets
- Decreases the cost of creating, processing, distributing, storing and retrieving paper-based information
- Allows reduced inventories and overhead by facilitating “pull” type supply chain management
- The pull type processing allows for customization of products and services which provides competitive advantage to its implementers

Benefits to Organizations

- Reduces the time between the outlay of capital and the receipt of products and services
- Supports business processes reengineering (BPR) efforts
- Lowers telecommunications cost - the Internet is much cheaper than value added networks (VANs)

Benefits to Customers

- Enables customers to shop or do other transactions **24 hours a day**, all year round from almost any location
- Provides customers with **more choices**
- Provides customers with **less expensive** products and services by allowing them to shop in many places and conduct quick comparisons
- Allows **quick delivery** of products and services in some cases, especially with **digitized products**

Benefits to Customers

- Customers can receive relevant and **detailed information in seconds**, rather than in days or weeks
- Makes it possible to participate in **virtual auctions**
- Allows customers to interact with other customers in **electronic communities** and exchange ideas as well as compare experiences
- Electronic commerce **facilitates competition**, which results in substantial discounts.

Benefits to Society

- Enables more individuals to **work at home**, and to do less traveling for shopping, resulting in less traffic on the roads, and lower air pollution
- Allows some merchandise to be sold at **lower prices**
- Enables people in third world countries and **rural areas** to enjoy products and services which otherwise are not available to them
- Facilitates **delivery of public services** at a reduced cost, increases effectiveness, and/or improves quality

Review Questions

1. Define EC and E-business?
2. Distinguish between e-commerce and e-business?
3. Distinguish between pure and partial EC?
4. Define click-and-mortar and pure play organizations
5. Describe some EC benefits to organizations, individuals, and society.
6. List the major components of the EC framework?
7. Explain what is meant by buy-side and sell-side e-commerce.

Transactional Types of E- Commerce

Classification of EC by the Nature of the Transaction

- Business-to-business (B2B): EC model in which all of the participants are businesses or other organizations
- Business-to-consumer (B2C): EC model in which businesses sell to individual shoppers
- Consumer-to-consumer (C2C) : consumers sell directly to other consumers

Classification of EC by the Nature of the Transactions

HW: Visit all these sites and study them. Give a detailed report on these sites

		From	
		Business B	Consumer C
To	Consumer C	<ul style="list-style-type: none"> • Organizationsite (Dell) • Consumer marketplace (shopsmart.com) 	<ul style="list-style-type: none"> • Auctions (E-Bay) • Consumer Reviews (Bizrate.com)
	Business B	<ul style="list-style-type: none"> • Organizationsite (Dell) • Business Marketplace (CommerceOne) 	<ul style="list-style-type: none"> • Customer bids (Priceline.com)

Model of Electronic Commerce:

- Business-to-customer (B2C)
- Business-to-business (B2B)
- Others: B2G, G2C, G2B, C2C
- Cyber-Services
- Intrabusiness transactions (Intranets and Extranets)

Summary and example softtransactional alternatives between businesses,

Consumers and governmental organizations

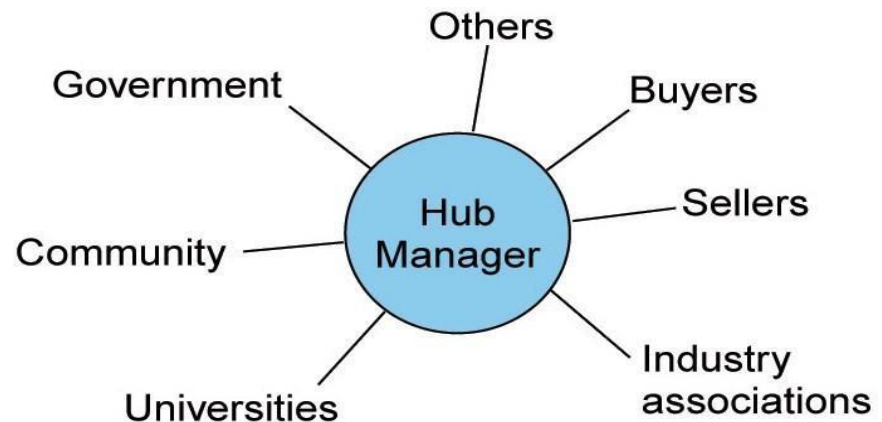
		From: Supplier of content/service		
		<i>Consumer or citizen</i>	<i>Business (organization)</i>	<i>Government</i>
To: Consumer of content/service	<i>Consumer or citizen</i>	Consumer-to-Consumer (C2C) <ul style="list-style-type: none"> • eBay • Peer-to-Peer (Skype) • Blogs and communities • Product recommendations • Social networks: MySpace, Bebo 	Business-to-Consumer (B2C) <ul style="list-style-type: none"> • Transactional: Amazon • Relationship-building: BP • Brand-building: Unilever • Media owner – News Corp • Comparison intermediary: Kelkoo, Pricerunner 	Government-to-Consumer (G2C) <ul style="list-style-type: none"> • National government transactional: Tax – inland revenue • National government information • Local government services
	<i>Business (organization)</i>	Consumer-to-Business (C2B) <ul style="list-style-type: none"> • Priceline • Consumer-feedback, communities or campaigns 	Business-to-Business (B2B) <ul style="list-style-type: none"> • Transactional: Eurooffice • Relationship-building: BP • Media Owned: Emap business publications • B2B marketplaces: EC21 	Government-to-Business (G2B) <ul style="list-style-type: none"> • Government services and transactions: tax • Legal regulations
	<i>Government</i>	Consumer-to-Government (C2G) <ul style="list-style-type: none"> • Feedback to government through pressure group or individual sites 	Business-to-Government (B2G) <ul style="list-style-type: none"> • Feedback to government businesses and non-governmental organizations 	Government-to-Government (G2G) <ul style="list-style-type: none"> • Inter-government services • Exchange of information

Classification of EC by the Nature of the Transaction

- Intra business (organizational) EC: EC category that includes all internal organizational activities that involve the exchange of goods, services, or information among various units and individuals in an organization

Classification of EC by the Nature of the Transaction

- Business-to-employee (B2E): EC model in which an organization delivers services, information, or products to its individual employees
- Collaborative commerce (c-commerce): EC model in which individuals or groups communicate or collaborate online



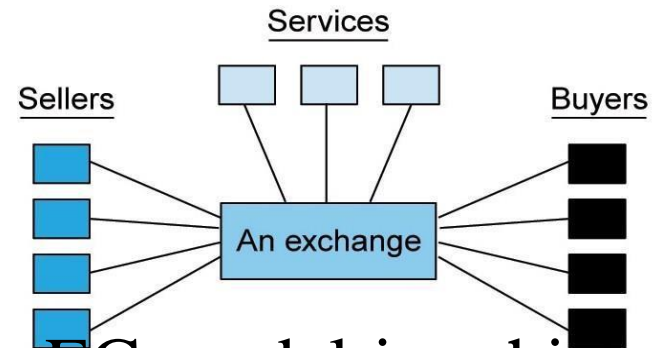
Classification of EC by the Nature of the Transaction

- E-government: Government-to-citizens (G2C): EC model in which a government entity buys or provides good, services, or information to businesses or individual citizens
- E-Learning: educational institutions-to-students/trainees: The online delivery of information for purposes of training or education

Classification of EC by the Nature of the Transaction

Exchange (electronic): a public e-market with many buyers and sellers

Used in B2B



- Exchange-to-exchange (E2E): EC model in which electronic exchanges formally connect to one another for the purpose of exchanging information

Classification of EC by the Nature of the Transaction

- Mobile commerce (M-commerce)—EC transactions and activities conducted in a wireless environment
- Location-commerce—(L-commerce)
m-commerce transactions targeted to individuals in specific locations, at specific times

Electronic Commerce Topologies

Electronic Commerce Topologies

Types of Networks

- A global networked environment is known as the **Internet**
- A counterpart within organizations, is called an **intranet**
- An **extranet** extends intranets so that they can be accessed by business partners.

Electronic Commerce Topologies

Topology	Internet	Intranet	Extranet
Extent	Global	Organizational	Business partnership
Focus	Stakeholder relationships	Employee information and communication	Distribution channel communication

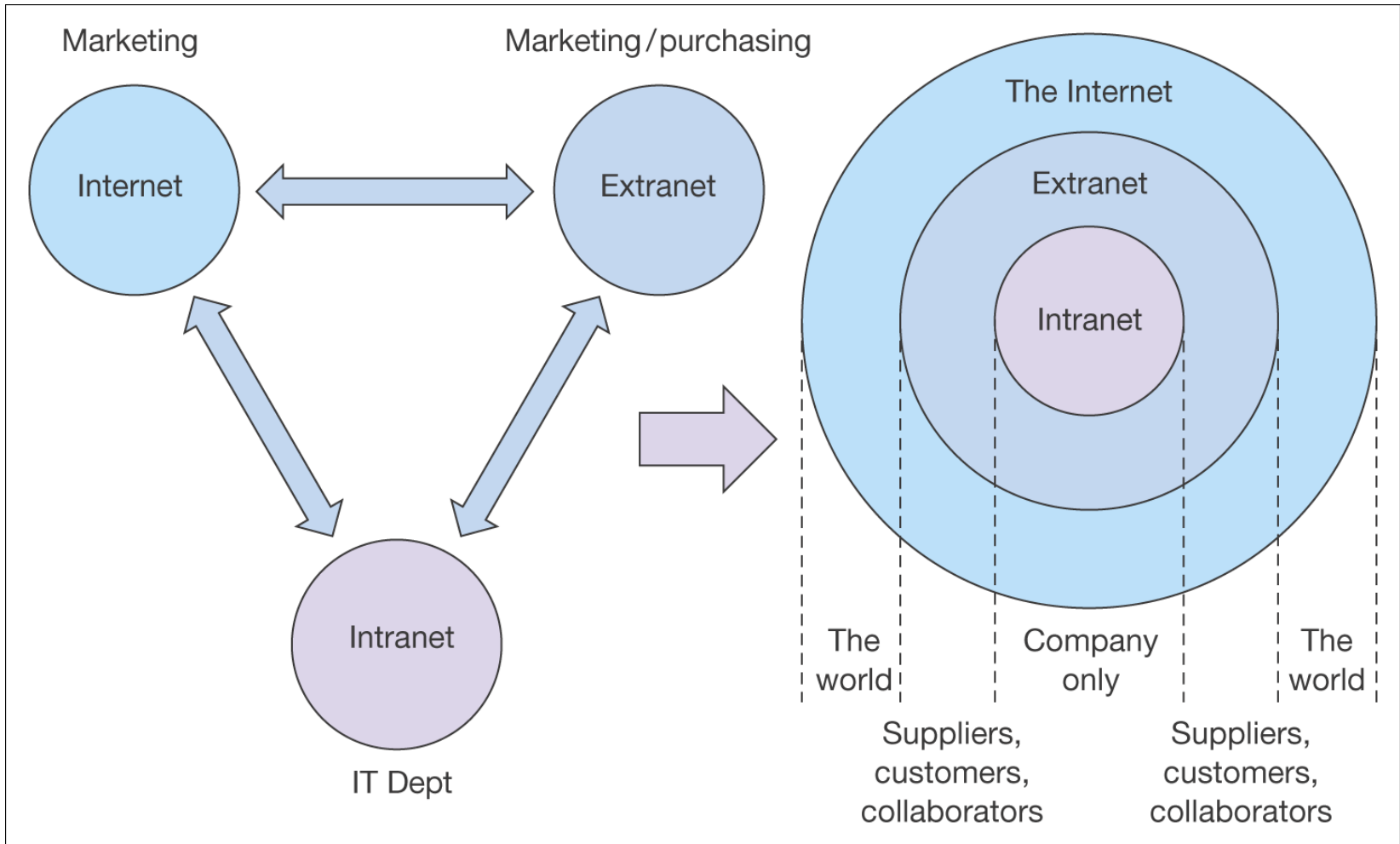
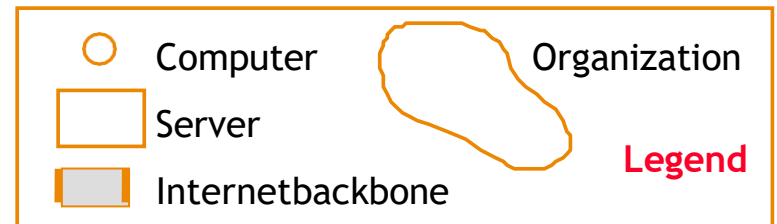
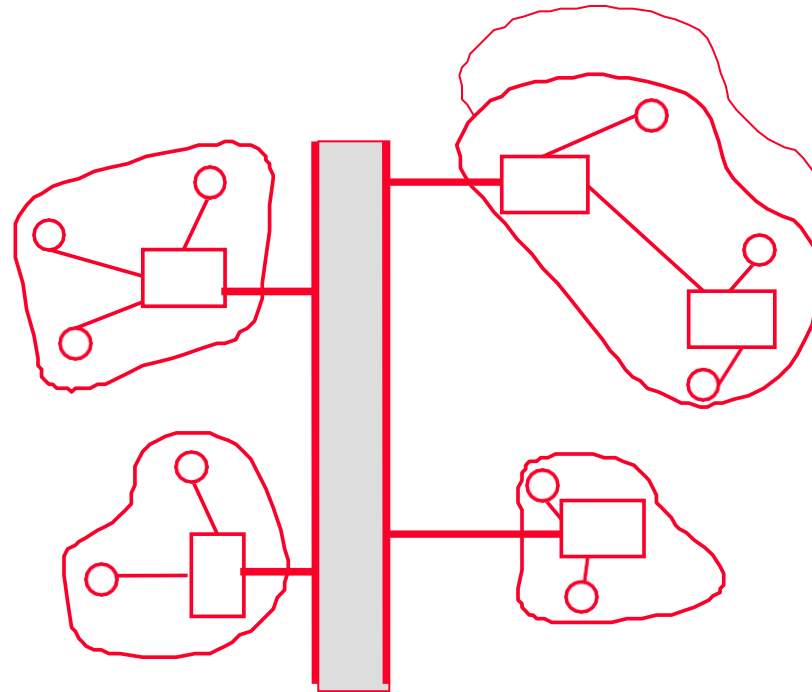


Figure 1.4 The relationship between intranets, extranets and the Internet

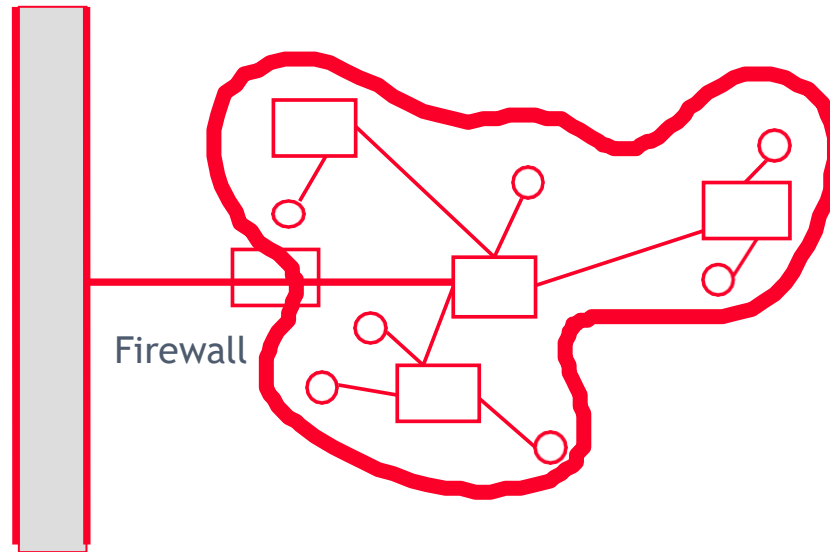
Summary: Internet, Intranet, and Extranet

Network Type	Typical Users	Type of Access	Information
Internet	Any individual with dial-up access LAN	Unlimited, public; no restrictions	General, public and advertisement
Intranet	Authorized employees ONLY	Private and restricted	Specific, corporate and proprietary
Extranet	Authorized groups from collaborating companies	Private and outside authorized partners	Shared in authorized collaborating group

Internet



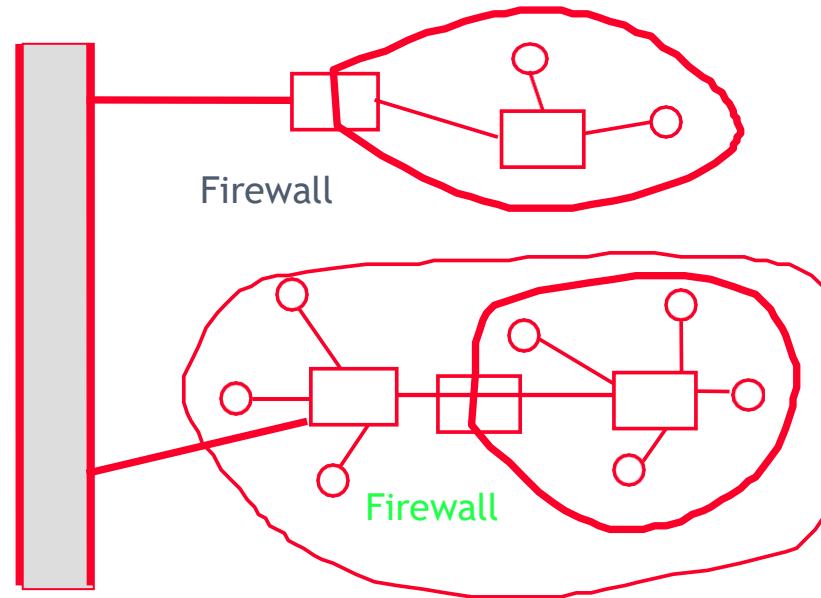
Intranet



The Intranets

- ◆ An intranet is a corporate LAN and/or Wide Area Network (WAN) that is secured behind company's firewalls and it uses Internet technologies.
 - Intranets are developed using the same TCP/IP protocol as the Internet
 - They operate as private networks with limited access. Only employees who are issued passwords and access codes are able to use them.
 - So, intranets are limited to information pertinent to the company and contain exclusive and often proprietary and sensitive information.
 - Firewalls protect intranets from unauthorized outside access.

Extranet



The Extranet

- ◆ An extranet implies an “*extended intranet*”, which uses TCP/IP protocol networks (like the Internet) to link intranets in different locations.
- ◆ Extranet transmissions are conducted over the Internet to save money.
- ◆ Extranets provide secured connectivity between a corporation’s intranets and intranets of its business partners, material suppliers, financial services, and customers.

The Limitations of Electronic Commerce

Non-Technical Limitations of Electronic Commerce

– Cost and justification:

- The cost of developing an EC in house can be very high, and mistakes due to lack of experience, may result in delays. There are many opportunities for outsourcing, but where and how to do it is not a simple issue. Furthermore, to justify the system one needs to deal with some intangible benefits which are difficult to quantify.

Non-Technical Limitations

– Security and Privacy:

- These issues are especially important in the B2C area, and security concerns are not truly so serious from a technical standpoint. Privacy measures are constantly improving too. Yet, the customers perceive these issues as very important and therefore the EC industry has a very long and difficult task of convincing customers that online transactions and privacy are, in fact, fairly secure.

– Lack of trust and user resistance:

- Customers do not trust an unknown faceless seller, paperless transactions, and electronic money. So switching from a physical to a virtual store may be difficult.

Non-Technical Limitations

- Other non-technical limiting fact:
 - Lack of touch and feel online
 - Many unresolved legal issues
 - Rapidly evolving and changing EC Technology
 - Insufficiently large enough number of sellers and buyers
 - Break down of human relationships
 - Expensive and/or inconvenient accessibility to the internet

The Limitations of Electronic Commerce

Technical Limitations of Electronic Commerce

- Lack of sufficient system's security, reliability, standards, and communication protocols
- Insufficient telecommunication bandwidth
- The software development tools are still evolving and changing rapidly
- Difficulties in integrating the internet and electronic commerce software with some existing applications and databases

Technical Limitations of Electronic Commerce

- The need for special Web servers and other infrastructures, in addition to the network servers (additional cost)
- Possible problems of interoperability, meaning that some EC software does not fit with some hardware, or is incompatible with some operating systems or other components

Review Questions

1. List the major transactional types of EC?
2. List the major technical and nontechnical limitations of EC (three each)?
3. List the major Topologies of EC?
4. Why is B2B e-commerce so essential?
5. What are the main differences between business-to-business and business-to-consumer e-commerce?