

# Fundamentals of Entrepreneurship and E-Commerce

## Course Objectives:

The course aims to

- Understand the basic concepts and theories of entrepreneurship.
- Identify and evaluate business opportunities in the digital economy.
- Develop skills in creating effective business plans and strategies.
- Gain knowledge of e-commerce platforms and technologies.
- Learn digital marketing techniques for online businesses.
- Understand the legal and ethical considerations in e-commerce.
- Develop critical thinking and problem-solving skills relevant to entrepreneurship and e-commerce.

## Course Outcomes

After completion of the course, learners will be able to:

- Understand Entrepreneurship Concepts and Identify Business Opportunities.
- Navigate Legal and Ethical Considerations for E-Commerce Platforms.
- Implement Digital Marketing Strategies.
- Manage and Analyze E-Commerce Performance.
- Develop Growth Strategies.

## Unit-1: Introduction to Entrepreneurship

Definition of entrepreneurship, Characteristics of successful entrepreneurs, Importance of entrepreneurship in the economy, Types of entrepreneurship. Opportunity Recognition and Idea Generation; Identifying business opportunities, Idea generation techniques, Market research and analysis, Identifying target markets and customer segments.

## Unit-2: Business Planning

Components of a business plan, Writing an executive summary, Marketing plan development, Financial projections and budgeting. Legal and Ethical Considerations; Legal structures for businesses, Intellectual property rights, Ethical considerations in entrepreneurship, Corporate social responsibility.

## Unit-3: Introduction to E-Commerce

Definition and scope of e-commerce, Evolution of e-commerce, Types of e-commerce models (B2B, B2C, C2C), E-commerce platforms and technologies. Building an E-Commerce Website; Website design principles, Choosing a domain name and hosting provider, Payment gateways and security, User experience optimization. Digital Marketing for E-Commerce; Search engine optimization (SEO), Pay-per-click (PPC) advertising, Social media marketing, E-mail marketing.

## Unit-4: E-Commerce Logistics and Fulfilment

Order processing and fulfilment, Inventory management, Shipping and delivery options, Returns and customer

service. E-Commerce Analytics and Performance Measurement; Key performance indicators (KPIs) for e-commerce, Web analytics tools, Customer feedback and reviews. Scaling and Growth Strategies; Scaling an e-commerce business, International expansion, Strategic partnerships and collaborations, Exit strategies: mergers, acquisitions, IPOs

### **Case Studies: Analysis of successful e-commerce ventures**

### **Suggested Readings**

- ✓ *Singh, K. (2008). Rural Development - Principles, Policies, and Management. New Delhi: Sage Texts.*
- ✓ *Samanta, R. K. (2000). New Vista in Rural Development Strategies & Approaches. Delhi: B.R. Publishing Corporation.*
- ✓ *Hussain, T., Tahir, M., & Tahir, R. (2017). Fundamentals of Rural Development. New Delhi: I. K. International Publishing House Pvt. Ltd.*
- ✓ *Sahu, B. K. (2003). Rural Development in India. New Delhi: Anmol Publications Pvt. Ltd.*
- ✓ *Dutta, S. K., & Ghosh, D. K. (2002). Empowering Rural Women. New Delhi: Akansha Publishing House.*
- ✓ *Dutta, S. K., & Ghosh, D. K. (2006). Institutions for Development: The case of Panchayats. New Delhi: Mittal Publications.*
- ✓ *Agarwala, K. N., Lal, A., & Agarwala, D. (2000). Business on the Net: An Introduction to the whats and hows of E-commerce. Noida, Uttar Pradesh: Macmillan Publishers India Limited.*
- ✓ *Awad, E. M. (2009). Electronic Commerce from vision to fulfillment. Delhi: PHI Learning.*
- ✓ *Bajaj, K. K., & Debjani, N. (2005). E-Commerce. New Delhi: Tata McGraw Hill Education.*
- ✓ *Chhabra, T.N., Jain, H. C., & Jain, A. An Introduction to HTML. Delhi: Dhanpat Rai & Co.*
- ✓ *Dietel, H. M., Dietel, P. J., & Steinbuhler, K. (2001). E- Business and E- commerce for Managers. New Jersey: Prentice Hall.*
- ✓ *Diwan, P., & Sharma, S. (2002). Electronic commerce- A Manager's Guide to E- Business. Delhi: Vanity Books International.*
- ✓ *Kosiur, D. (1997). Understanding Electronic Commerce. New Delhi: Prentice Hall of India Pvt. Ltd.*
- ✓ *Turban, E., King, D., Lee, J., Warkentin, M., Chung, H. M., & Chung, M. (2002). Electronic Commerce: A Managerial Perspective. New Jersey: Prentice Hall Publishing.*
- ✓ *Whiteley, D. (2000). E-Commerce: Strategy, Technologies and Applications. New York: McGraw Hill.*