



SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

UG/PG (Revised Curriculum under NEP w.e.f. June 2023)

PROGRAM	BA	BA(Hon)	B.Com	B.Com(Hon)	M.Com	MA - Eng	MA- Eco	MA- Psy
Tick ✓					✓			

SEMESTER	1	2	3	4	5	6	7	8
Tick ✓			✓					

SPECIALIZATIONS									
BA	Eco	Eng	Psy	Gen					
Tick ✓									
BCOM	Costing	Banking	Entrep	MKT	Fin & Acc	Mgt Acc	HRM	Bus Analytics	Gen
Tick ✓				✓					

Name of Board of Studies	Commerce
Name of the Department	Marketing
Name of Head of Department	Dr.Hrishikesh Soman
Title of the Course	Dynamics of E-Retailing
Course Code	-

Type of Course (New / Revised)	New
Nature of Course (Maj/Min/AEC/SEC/VEC/VSC)	
Number of Credits	4
Name of the Faculty	Dr. Zakira Shaikh
Date of Approval by BoS	March 2024
Date of Implementation	2024

Course Outcomes
1. Develop an understanding of the concept, process, models of e-retailing.
2. Apply the concepts and the knowledge developed across E retail scenario.
3. Able to explain the marketing mix and strategies and its applications in various formats in modern retailing.
4. Examine the changing role of intermediaries, changing nature of supply chain, payment systems and promotion in the online retailing
5. Enumerate regarding customer relationship management in E-Retailing.

DETAILS OF SYLLABUS		
UNIT NUMBER	DETAILS	NUMBER OF LECTURES
1.	<p>Fundamentals of E-Retailing:</p> <ul style="list-style-type: none"> • Transformation from Traditional retailing to E-Retailing, B2C • Electronic Retailing, Characteristics, Advantages, Limitations • E-Tailing Business Models: Procedures and Methods - B2B Model • Online Payment Systems, E-Payment Security and Challenges, E-Payment Business Risks • E-Retailing Practices- Online business Techniques, Online Store, Creating Look & Feel, Online Brand Management • Omni Channel and Multi-Channel Retailing, Complex Marketing Channels <p>E-Retailers</p> <ul style="list-style-type: none"> ➤ Brick and click E-Retailers (DELL) ➤ Pure Click E-Retailers (AMAZON) 	15 lectures
2.	Title: Marketing mix in E-Retailing	18 lectures

	<ul style="list-style-type: none"> • Product Digital and virtual information about the offerings/products • Pricing Dynamics of online pricing: different methods of online pricing, effect of internet on price Price discrimination in E-Retailing • Place/Distribution Online market places Internet as distribution channel The roles of cyber intermediaries in E-Retailing E-Retailing and supply chain management system Essential support services for E-Retailing - payment mechanism, order fulfilment, Logistics • Promotion Integrated marketing communication (IMC) (consumer needs, databases, integrated media and communication) Online Advertising Platform Collaborations, collaborative advertising 	
3.	<p>Title: E-Retailing trends and Social Media Marketing</p> <ul style="list-style-type: none"> • Importance of technology in E-Retail business • Voice search • Chatbots shopping experience • Mobile shopping • AI in E-Retailing • Social Shopping – Concept and Benefits, Social Shopping Aids – Recommendations, Reviews, Ratings, and Marketplaces, Real-Time Online Shopping. The Online versus Off-Line Competition, Customer loyalty in E-Retailing • Case studies and Practical Examples of Zepto, Dunzo, Blinkit 	15 lectures
4.	<p>Title: Managing CRM in E-Retailing</p> <ul style="list-style-type: none"> • Understanding the role of E-CRM and Customer touchpoint • CRM Process • Contactless payments, customer service, online feedback and databases • Issues and problems in implementing E-CRM 	12 lectures
		60 lectures
Reference List		

- Retail Management – Barry Berman, Joel R. Evans and Ritu Shrivastava- Pearson
- Retail Management - Levy
- Why we Buy – The Science of Shopping by Paco Underhill
- The Retail Revival – Doug Stephens
- Retail Management: Text an Cases – Swapna Pradhan, McGraw Hill
- Retail Management in New Dimension- Kuldeep Singh

E Books

- Analytics for Retail – Rhoda Okunev
- The Retail Business Guidebook (Part 1) – M. E. Allen

Principal
Symbiosis College of
Arts & Commerce, Pune-4.

Name and Sign of Head

Dr.Hrishikesh Soman