

DEPARTMENT OF COMPUTER APPLICATIONS

COURSE MODULE: DIGITAL ENTERPRENEURSHIP

Course Coordinator: Prof. Poojitha S				Academic Year: 2025-26	
Department: Digital Entrepreneurship					
Course Code	Course Title	Core/Elective	Prerequisite	Contact Hours	Total Hrs/ Sessions
				L:T: P:S	
BBCA405	Digital Entrepreneurship	PCC		3:0:0:0	40- 45(TH)
Course Learning Objective: <ul style="list-style-type: none"> To introduce students to the core concepts of digital entrepreneurship, including its types, characteristics, and its evolution in India. To develop an understanding of various e-commerce and e-business models and identify emerging digital opportunities across sectors. To familiarize students with key internet technologies, e-marketing techniques, online branding, and strategies for successful digital presence. To educate students on the importance of e-security, online payment systems, and customer relationship management in the digital landscape. To equip students with knowledge on strategic planning for digital ventures, efficient supply chain management, mobile commerce, and institutional support systems for entrepreneurs. 					
Teaching-Learning Process (General Instruction): <ol style="list-style-type: none"> Adopt different types of teaching methods to develop the outcomes through PowerPoint presentations and Video demonstrations. Adopt collaborative (Group Learning) Learning in the class. Adopt Problem Based Learning (PBL), which fosters students' Analytical skills and develops thinking skills such as evaluating, generalizing, and analyzing information. 					
Module-1					
Digital Entrepreneurship: meaning, characteristics, functions, and decision process; Types of Entrepreneurships: innovative, women, rural, social, family business; Concept and growth of Digital entrepreneurship in India; Types and characteristics of entrepreneurs: Innovative Entrepreneurs, Imitative (Adoptive) Entrepreneurs, Social Entrepreneurs, Serial Entrepreneurs, Lifestyle Entrepreneurs, Technopreneurs, Hustler Entrepreneurs, Opportunistic Entrepreneurs, Buyer Entrepreneurs. Types and characteristics of Entrepreneurship: – Innovative Entrepreneurship, Women Entrepreneurship, Rural Entrepreneurship, Social Entrepreneurship, Family Business Entrepreneurship.					
Module-2					
Introduction to E-commerce: history, evolution, advantages and disadvantages, E-commerce Opportunities in different sectors; E-business Models Based on the Relationship of Transaction Parties: Business-to-Consumer (B2C), Business-to-Business (B2B), Consumer-to-Consumer (C2C), Consumer-to-Business (C2B);E business Models Based on the Relationship of Transaction Types: Brokerage Model , Aggregator Model, advertising, subscription, affiliate. Opportunity identification and selection in Digital entrepreneurship.					
Module-3					
Internet Client-Server Applications: Telnet, File Transfer Protocol (FTP), Chat on the Web, Identifying Data Types with Multipurpose Internet Mail Extensions (MIME), Transmission Control Protocol (TCP), Search Engines; E – Marketing: Meaning, Scope and Procedure. E-marketing Value Chain, Site Adhesion: Content, Format, and Access. Maintaining a Website, Metrics Defining Internet Units of Measurement; Online Marketing:					

How Should Buyers Pay Online, Advantages of Online Marketing; E-advertising: Various Means of Advertising;

E-branding: Elements of Branding, Spiral Branding; Marketing Strategies: Permission-marketing Strategies, Brand-leveraging Strategies, Affiliate-marketing Strategies, Viral-marketing Strategies, Website Naming Issues, Advertising-supported Model, Marketing Strategy on the Web.

Module-4

E-Security: Information System Security; Security on the Internet: Network and Website Security Risks, How Are Sites Hacked? Security and E-mail, Network and Website Security; E-business Risk Management Issues: The Firewall Concept, Firewall Components;

E-payment Systems: Digital Payment Requirements, Online Payment Categories; Digital Token based E-payment Systems, Benefits to Buyers, Benefits to Sellers, Convenience, Credit Cards as E payment Systems, Encryption and Credit Cards 266 The Mobile Payments; Classification of New Payment Systems: Smart Card Cash Payment System, Micropayment Systems, Properties of 2 Electronic Cash (E-cash), E-cash in Action, Using the Digital Currency, Operational Risk and E-cash, Legal Issues and E-cash;

Customer Relationship Management: Converting Clicks to Customers, Managing Customer Value Orientation and Life Cycle, The Customer Retention Goal.

Module-5

Strategy: Information and Strategy; The Virtual Value Chain; Seven Dimensions of E-commerce Strategy: The 7S Framework; Value Chain and E-strategy: Value Activities, Assessment of Information, Components of the Commerce Value Chain;

Supply Chain: Seven Ways to Reduce Inventory; E-SCM Provides "Real-time" Benefits; E-SCM-The Strategic Advantage; Benefits, E-Supply Chain Components, E-Supply Chain Architecture; Mobile Commerce (M-Commerce): Concept and evolution of M-commerce, Applications of M-commerce (banking, retail, ticketing, mobile payments, etc.), Technologies supporting M-commerce (wireless networks, mobile apps, mobile payment gateways, QR codes, NFC, etc.)

Institutional Support for Entrepreneurs: Role of institutions in entrepreneurship development, National Small Industries Corporation (NSIC), Small Industries Development Organization (SIDO), District Industries Centers (DICs), State Industrial Development Corporations (SIDCs) Financing of Enterprises: Sources of finance for startups and SMEs, Role of banks and financial institutions, Venture capital financing: concept, process, and major players, Government incentives, subsidies, and schemes.

DEPARTMENT OF COMPUTER APPLICATIONS**Course outcome (Course Skill Set)**

At the end of the course, the student will be able to :

CO 1. Explain the fundamentals of digital entrepreneurship, distinguish among different types of entrepreneurs, and analyze their roles in the Indian digital ecosystem.

CO 2. Describe various e-business models and recognize viable digital entrepreneurship opportunities based on transaction relationships and types.

CO 3. Apply internet tools and e-marketing strategies to enhance web presence, customer engagement, and digital branding.

CO 4. Assess security threats, understand e-payment systems, and apply principles of customer relationship management to sustain digital businesses.

CO 5. Interpret strategic frameworks using digital value chains, integrate supply chain technologies, and leverage institutional and financial support for enterprise development.

Assessment Details (both CIE and SEE) of Course;

To satisfy academic requirements and earn credits for each subject/course, students must meet the following criteria:

- Secure at least 40% (20/50 marks) in Continuous Internal Evaluation (CIE)
- Obtain a minimum of 35% (18/50 marks) in the Semester End Exam (SEE)

Achieve a combined total of at least 40% (40/100 marks) in both CIE and SEE

Continuous Internal Evaluation (CIE) Components:

- Unit Tests (Internal Assessment Tests): 2 tests, each 25 marks (1 hour duration)
 - Test 1: After completing 40-50% of the syllabus
 - Test 2: After completing 85-95% of the syllabus
- Assignments: 2 assignments, each 25 marks (1 hour duration)
 - Any two methods

CIE Marks Calculation:

- Sum of marks from two tests and two assignments = 100 marks
- Scaled down to 50 marks

CIE Design:

- Each CIE method should cover a different portion of the syllabus to minimize stress and repetition
- CIE methods/question papers are designed to assess different levels of Bloom's taxonomy as per the course outcomes

Semester End Examination:

Theory SEE:

- Conducted by the University as per the scheduled timetable
- Common question papers for the subject (duration: 3 hours)
- Question Paper Structure:
 - 10 questions, each worth 20 marks
 - 2 questions from each module, with a mix of topics under each module (max. 3 sub questions per question)

Answering Scheme:

- Students must answer 5 full questions, selecting one from each module.

Marking Scheme:

- Marks scored will be proportionally reduced to 50 marks Each full question will have a sub-question covering all the topics under a module.

Suggested Learning Resources:**Reference Books:**

1. Khanka, S.S., Entrepreneurial Development, S. Chand & Company Ltd., New Delhi.
2. P.T. Joseph, E-Commerce: An Indian Perspective, PHI.
3. Kalakota & Whinston, Electronic Commerce: A Manager's Guide, Pearson.
4. Laudon & Traver, E-Commerce: Business, Technology, Society, Pearson.

Web links and Video Lectures (e-Resources):**NPTEL: Entrepreneurship**

- Ministry of Skill Development & Entrepreneurship: <https://www.msde.gov.in>
- Reserve Bank of India (E-payments guidelines): <https://www.rbi.org.in>

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The Correlation of Course Outcomes (CO's) and Program Outcomes (PO's)

Subject Code:	BBCA405	TITLE: DIGITAL ENTEREPRENEURSHIP								Faculty Name:	Ms. Poojitha S			
List of Course Outcomes	Program Outcomes												Total	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12		
CO-1														
CO-2														
CO-3														
CO-4														
CO-5														
Total														

Note: 3 = High Contribution 2 = Medium Contribution 1 = Low Contribution - = No Contribution