



ITM UNIVERSITY GWALIOR, MP, INDIA
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5 years

Program: M.B.A. II- Semester, 2023-25

E-Commerce

MBA- 206

Project Based Learning

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Course outcome

- CO- 1: Analyze the impact of e-commerce on business model and strategy.**
- CO- 2: Describe the major types of e-commerce.**
- CO- 3: Explain the process that should be followed in building an e-commerce presence.**
- CO- 4: Identify the key security threats in the e-commerce environment.**
- CO- 5: Describe how procurement and supply chain relate to B2B e-commerce.**



Project Summary

Sr. no.	To be taught in Syllabus in order to execute the project	Projects	Marks	CO's Achieved	BL's Achieved
1.	E-commerce web development	P1: Domain Registration and E-commerce Website Development	10	4,5	4,5
2.	E-commerce payment systems	P2: Generating Payment QR Code and Integrating Payment Gateway.	05	4,5	4,5
3.	Developing e-commerce strategy	P3: Development of a Facebook Page for E-commerce Website.	05	4,5	4,5



Project: 1

Max. Marks: 10

- **Domain Registration and E-commerce Website Development**
 - **Learning Outcome:** To learn how to use website builders like Google Sites (<https://sites.google.com>) for website development and explore best practices for user experience (UX) design and product presentation.
 - **Assignment:**
 - Register the domain name through Google Sites.
 - Set up the website builder or hosting platform account and log in to the dashboard.
 - Create compelling content for the website, including product descriptions, images, and pricing information.
 - Set up product categories and organize products logically for easy navigation.
 - Conduct thorough website functionality testing, including navigation, product search, and checkout process.



Assessment Criteria

- **Presentation**
 - Successful domain name registration through the selected domain registration service.
 - Quality and customization of the website layout, design, and navigation structure.
 - Organization of products into logical categories for easy navigation and browsing.
 - Successful launch of the e-commerce website and implementation of promotional campaigns to drive traffic.
- **Assessment:**
 - This is a group exercise. Each group will have a maximum 06 students
 - **Evaluation will be made based on:**
 - Rigor and depth of data analysis, including interpretation of critical insights.
 - Participation of each student in the presentation and satisfactory reply to cross-questions.



Project: 2

Max. Marks: 10

- **Generating Payment QR Code and Integrating Payment Gateway.**
 - **Learning Outcome:** An in-depth understanding of integrating a payment gateway with an e-commerce website, allowing customers to make secure online payments.
 - **Assignment:**
 - Choose a QR code generation library or API compatible with the selected programming language or framework.
 - Develop code to generate payment QR codes dynamically based on transaction details such as amount, order ID, and payment reference.
 - Identify suitable payment gateways based on business requirements and budget.
 - Conduct thorough testing of the payment gateway integration to ensure seamless transaction flow and error handling.



Assessment Criteria

- **Presentation**
 - Accuracy and reliability of payment QR code generation based on transaction details.
 - Successful integration of the selected payment gateway with the e-commerce website.
 - Intuitive and user-friendly payment flow with clear instructions for QR code scanning or online payment.
 - Proper handling of payment transactions, callbacks, and order status updates.
- **Assessment:**
 - This is a group exercise. Each group will have a maximum 06 students
 - **Evaluation will be made based on:**
 - Rigor and depth of data analysis, including interpretation of key insights.
 - Participation of each student in the presentation and satisfactory reply to cross-questions.



Annexure

- <https://sites.google.com/>
- https://www.youtube.com/watch?v=Mc_qYiBgYwk
- <https://www.youtube.com/watch?v=guOvxQkdwMI>
- <https://www.youtube.com/watch?v=eyapamYwsgQ>
- <https://www.youtube.com/watch?v=jO18ZoC-3YM>
- <http://surl.li/rnwyh>
- <https://www.shopify.com>
- **Reference Book:**
 - Laudon, K. C., & Traver, C. G. (2020). E-commerce 2019: Business, technology, society. Pearson.



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