

# E-Business Models for Developing Economies

---

## Overview

This course is designed to introduce internet-based business/management concepts to students/academics/industrialist having little or no prior exposure to the area. It will cover the management roles and potential of the internet as a tool for business to increase competitiveness, effectiveness and efficiency through various organizational considerations such as management information systems, other functions, and decision processes. This course will understand and apply the basic elements of e-Business. Class time will be used to cover/clarify fundamental internet and business principles through the analysis of case studies, discussions based on assigned course readings (journal articles and book chapters), lectures by professors/invited guests, and presentations by participants using Tech talk models (short presentations). Class lectures will expand on the text, with application oriented examples to consolidate theories and possibly some video presentations. Handouts and technology will be used in this course, when appropriate. Tech talks around current issues related to technology and its implications on business will also be discussed as interactive class activities and exercise. The course will be led by an international scholar in the area of e-business & information technology with considerable experiences in industrial and academic settings. The course can/will be planned and offered as per the norms set by the Government of India-MHRD/UGC guidelines and international standards (e.g., Canadian curriculum). This course outline was developed for Indian participants with global and local considerations pertinent to this area of study.

## Course Objectives:

This course is interdisciplinary nature with a technology/management perspective. It aims to equip candidates with an insight into the challenges, opportunities, and complexities of today's e-business specifically in cultural, demographic, taxations, and privacy and security issues. It will also provide an overview of selected global and national strategies from consumers' and businesses perspectives. The main objectives of the course are as follows:-

- To improve the understanding related to demographic and cultural transition of consumers especially in the Indian context;
- To improve the understanding about the power and potential of Internet as a tool for e-business in global and local perspectives/contexts;
- To critically examine the challenges, opportunities, and complexities in integrating technology with businesses to increase competitiveness, effectiveness, and efficiency in organizations;
- To improve the understanding of the e-Management and its roles of effective decision making.
- To provide an interactive forum for the diversity of participants in regards to their research interest, disciplines and practices.

# The Faculty



Dr. Ernest Johnson is an associate professor, teaching technology and engineering management at the Faculty of Business Administration, University of Regina, SK, Canada.

rior to this, he taught at Acadia University, NS, Canada and American College, Madurai, India. He completed his doctoral studies in e-business at Keele University, UK, graduate degrees (MS and MBA) and undergraduate engineering studies in India. He has published his work in scientific journals in the areas of e Business, marketing, and information technology and presented his work at several international conferences and educational institutions in India, Canada, Australia, UK, Sweden, and US.

<b>Modules</b>	E-Business Models for Developing Economies <b>Aug 5, 2019- - Aug 9, 2019</b>
<b>You Should Attend If...</b>	<ul style="list-style-type: none"> <li>▪ You are a Management graduate / engineer/ professional who is running his own business and is interested in understanding the management information system and e-commerce system.</li> <li>▪ You are working in a company/Industry and interested in understanding related to demographic and cultural transition of consumers especially in the Indian context</li> <li>▪ You are a student or faculty from academic institution interested in understanding about the power and potential of Internet as a tool for e-business in global and local perspectives/contexts</li> </ul>
<b>Fees</b>	<p>The participation fees for taking the course is as follows:</p> <ul style="list-style-type: none"> <li>• Participants from abroad : US \$250</li> <li>• Participants from Industry/ self-employed/ professional: Rs. 10,000</li> <li>• Faculty from Academic/ Research Institutions other than CURAJ: Rs. 5000</li> <li>• Ph.D. Scholar from Academic/ Research Institutions other than CURAJ: Rs. 2000</li> <li>• Participants from CURAJ : Free</li> <li>• The outside participants will be provided with (a) All instructional materials (b) refreshment/ tea/ coffee during break (c) Lunch. Shared accommodation will be provided to outside participants at university guest house ( Faculty Members) &amp; hostel ( Students) on payment basis.</li> </ul>

## Patron

**Prof. Arun K. Pujari**  
Hon'ble Vice Chancellor

## Advisory Committee

Prof. A.K. Gupta  
Dean( Research)

Prof. Neeraj Gupta  
Dean ( Academics)

Dr. Praveen Sahu  
Dean , School of Commerce & Management

Dr. M.R.P. Singh  
Head, Department of Management

## Organizing Committee

Dr. Avantika Singh  
Dr. Tulsee Giri Goswami  
Dr. Jugal Kishore  
Dr. Shweta Sharma

## Course Coordinator

Dr. Sanjay Kumar  
Department of Management  
Central University of Rajasthan  
Bandarsindri, Kishangarh  
Rajasthan- India

Phone: 092144-22278  
E-mail: sanjaygarg@curaj.ac.in

.....  
<http://www.gian.iitkgp.ac.in/ccourses/approvecourses3>

## Registration Process

Applicants willing to attend the above course will have to follow the following three step process:-

**Step 1:** The applicant has to register on GIAN website on the link <http://www.gian.iitkgp.ac.in/GREGN/index> by paying Rs. 500/- as registration fee. This fee has to be paid by all the applicants, whether the applicant is from CURAJ or any other university/ institute. This Registration enables the participant to apply & participate in any upcoming GIAN course organized by MHRD, New Delhi at other universities & institutes throughout the country. Those already registered on GIAN portal need not to register again.

**Step -2 :** The applicant desirous of attending “E- Business Model for Developing Economies” will have login in to his account on the GIAN portal created in step 1 and has to apply for the above course under course registration tab ( Select the course, save the course , confirm the course)

**Step 3 :** If Shortlisted for the course, the University will charge Registration fee as per details given below:-

Participants from abroad	US \$250
Participants from Industry/ self-employed/ professional	Rs. 10,000
Faculty from Academic/ Research Institutions other than CURAJ	Rs. 5,000
Ph.D. Scholar from Academic/ Research Institutions other than CURAJ	Rs. 2,000
Participants from CURAJ	Free

This fee needs to be paid by participants through RTGS/ NEFT / Bank Deposit in the University bank account as per details given below:-

**Name of the Beneficiary : Central University of Rajasthan**  
**Bank : Bank of India,**  
**Branch : Central University Bandarsindri Branch**  
**Beneficiary Account No. : 666710110003419**  
**Bank IFSC Code : BKID0006667**  
**Bank MICR Code : 305013027**

**The last day to deposit the Registration fee is 5.00 P.M., August 2, 2019.**

After payment of Registration fee, kindly send the scan copy of the payment receipt or UTR No .of the bank transaction through mail on [sanjaygarg@curaj.ac.in](mailto:sanjaygarg@curaj.ac.in)

- The outside participants will be provided with all (a) instructional materials (b) refreshment/ tea/ coffee during break (c) Lunch.
- Shared accommodation will be provided to outside participants at university guest house for faculty members and hostels for student on payment basis
- The Seats are limited in number and final list of participant for the course will be decided by the university.
- Final Schedule of the programme will be intimated to the participants later on.
- For further details you can visit university website at [www.curaj.ac.in](http://www.curaj.ac.in) or GIAN website at <http://www.gian.iitkgp.ac.in/ccourses/approvecourses3> .

For further information/ clarification, feel free to email at [sanjaygarg@curaj.ac.in](mailto:sanjaygarg@curaj.ac.in)

**Last Date to apply for the course and payment of fee:**

**5.00 P.M., August 2, 2019**