



**MANIPAL UNIVERSITY  
JAIPUR**

MUJ/Q&C/021/F/1.01

Event Report Format



**MANIPAL UNIVERSITY  
JAIPUR**

**FACULTY OF MANAGEMENT & COMMERCE**

**SCHOOL OF BUSINESS & COMMERCE**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**How the e-Commerce Market Works?**

**14 September 2023**

Dr Narendra Singh Bhati

HoD, BBA



## **Content of Report**

1. Introduction of the Event
2. Objective of the Event
3. Beneficiaries of the Event
4. Details of the Guests
5. Brief Description of the event
6. Program Scheme
7. Lecture Plan
8. Photographs
9. Brochure or creative of the event
10. Attendance of the Event
11. Link of MUJ website

### 1. Introduction of the Event

The curriculum-based industry expert lecture was conducted on 'How the e-Commerce Market Works?'. In the world of the electronic market, it is very important to understand how the e-commerce market is operating in the digital world.

### 2. Objective of the Event

The objective of the guest lecture was to make students aware of the recent trends in E-commerce with reference to the operation of the e-commerce market.

### 3. Beneficiaries of the Event

Students of B.com (Pass), B.com (Hons.), BBA.

### 4. Details of the Guests

Ms. Vidushi Bajpai, Myntra

### 5. Brief Description of the event

The lecture aimed to teach the students about what e-commerce is about and comprised topics such as value chain and its typical marketplace models. The speaker interacted with students and made them aware of the process in e-commerce companies from ordering a product to delivering products. Students also got to know the workings of online shopping apps.

### 6. Program Scheme

SEMESTER V						
Course No.	Subject Code	Subject Title	L	T	P	C
4	IM 1102	Business Economics-I	3	0	0	3

### 7. Lecture Plan

Sr. No.	Topics	Session Outcome	Mode of Delivery	Corresponding CO
1	Introduction and Course Hand-out Briefing	To acquaint and clear teachers' expectations and understand student expectations	Lecture	IM1102.1
2	Introduction to Managerial Economics-Concept, Importance	Understand the nature and importance of Managerial Economics	Lecture	IM1102.1
3	Tools and Techniques to solve complex decision making	Understand the tools and techniques to solve complex business problems	Lecture	IM1102.1
4	Role of managerial economist	Understand the role of managerial economist in solving business problems	Lecture	IM1102.1
5	Fundamental Concept of Managerial Economics-	Understand the fundamental concept of ME and how they	Lecture	IM1102.1

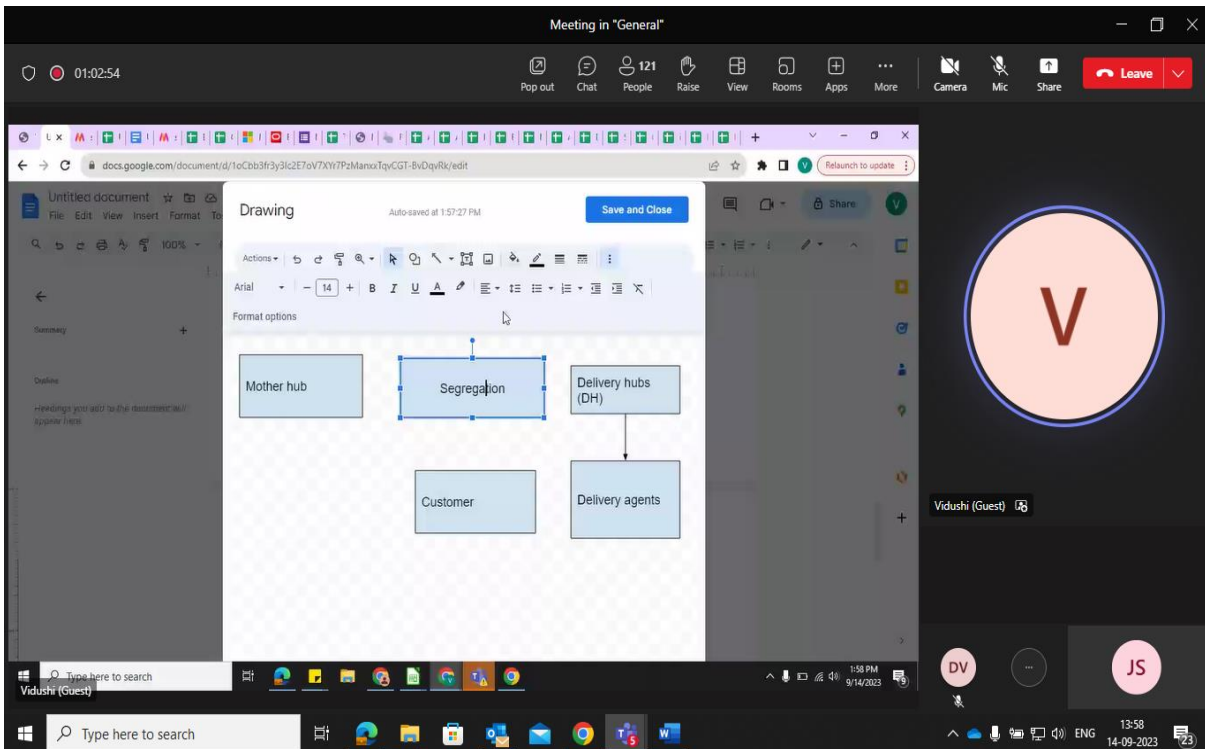
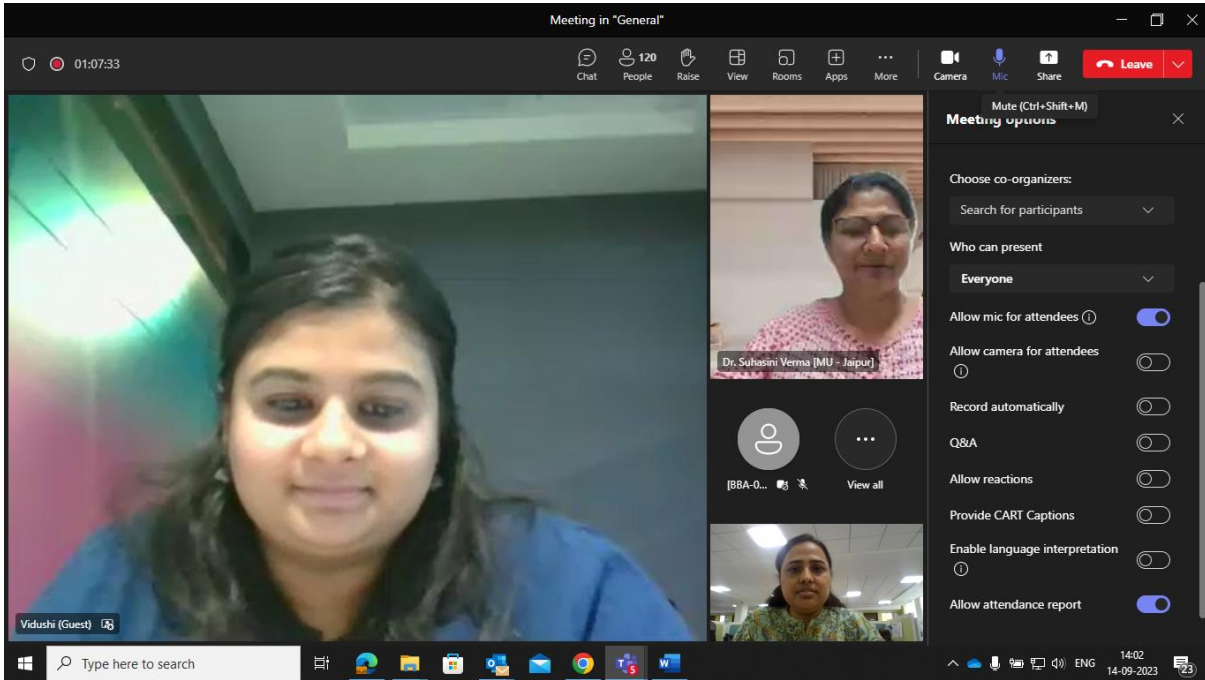


	Opportunity Cost Principal	provides a decision criterion		
6	Concept of Time Perspective, Time Value of Money	Understand the fundamental concept of ME and how they provide a decision criterion	Lecture	IM1102.1
7	Principle of Incremental Cost & Revenue, and Equi-marginal Analysis	Understand the fundamental concept of ME and how they provide a decision criterion	Lecture	IM1102.2
8	Utility Analysis- Meaning Assumption,	Understand the concept and importance of utility	Lecture	IM1102.2
9	Law of DMU, Law of Equi-marginal utility	Understand the concept of Law of DMU, Law of Equi-marginal utility and their role in achieving consumer equilibrium	Lecture	IM1102.2
10	Indifference Curve Analysis- Introduction, Properties of Indifference Curve	Understand the concept & and properties of the Indifference Curve	Lecture	IM1102.2
11	Budget line and its Derivations	Understand the role of budget line and analyze its role in important decision-making	Lecture	IM1102.2
12	Income Consumption Curve and Price Consumption Curve	Understand the concept of Income Consumption Curve and Price Consumption Curve	Lecture	IM1102.2
13	Demand Analysis- Introduction, Factors of demand	Understand the concept & and importance of demand and discuss its factors	Lecture	IM1102.2
14	Law of Demand, Reasons of law of demand,	Understand the law of demand and discuss the reasons for the law of demand	Lecture	IM1102.2
15	Exceptions of Law of Demand, Elasticity of Demand	Understand the exceptions of law of demand and understand the concept of elasticity of demand	Lecture	IM1102.2
16	Elasticity of Demand	Understand the types and degrees of elasticity of demand and analyze their role in decision-making	Lecture	IM1102.2
17	Elasticity of Demand	Understand the types and degrees of elasticity of demand and analyze their role in decision-making	Lecture	IM1102.2
18	Supply Analysis- Introduction, Factors of Supply	Understand the concept & and importance of supply and discuss its factors	Lecture	IM1102.2
19	Law of Supply, Elasticity of Supply	Understand the types and degrees of elasticity of supply and analyze their role in decision making	Lecture	IM1102.2
20	Elasticity of Supply	Understand the types and degrees of elasticity of supply and analyze their role in decision-making	Lecture	IM1102.3
21	Cost Analysis- Concept of Cost	Understand the concept of Cost	Lecture	IM1102.3
22	Concept of marginal cost, Average cost, and Total cost and their	Understand the concept of marginal cost, Average cost, and Total cost and their	Lecture	IM1102.3



	relationship	relationship.		
23	Short Run cost Function	Understand the short run production function	Lecture	IM1102.3
24	Long run cost Function & its reasons	Understand long-run production function	Lecture	IM1102.3
25	Revenue analysis	Understand the concept of revenue analysis	Lecture	IM1102.3
26	Revenue analysis	Understand the concept of revenue analysis	Lecture	IM1102.3
27	Markets- Introduction to the market	Understand and discuss the concept and importance of the market	Lecture	IM1102.4
28	Perfect Competition- Introduction and Features	Understand the features of perfect competition	Lecture	IM1102.4
29	Price and Output Determination in Short Run	Understand Price and output Determination in Short Run	Lecture	IM1102.4
30	Price and output Determination in the Long run	Understand Price and output Determination in the long Run	Lecture	IM1102.4
31	Monopoly- Introduction and Features	Understand features and reasons of monopoly	Lecture	IM1102.4
32	Price and output Determination in Short Run	Understand Price and output Determination in Short Run	Lecture	IM1102.4
33	Price and output Determination in Long Run	Understand Price and output Determination in Short Run	Lecture	IM1102.4
34	Monopolistic Competition- Introduction, Features	Understand features of perfect competition	Lecture	IM1102.4
35	Price and output Determination in Short Run and long run	Understand Price and output Determination in Short 7 long Run	Lecture	IM1102.4
36	Oligopoly- Introduction Features, Reasons of Oligopoly	Understand the features and importance of oligopoly	Lecture	IM1102.4
37	Kinked demand Curve Model, Cartels	Understand the concept of cartel and kinked demand curve model	Lecture	IM1102.4
38	Custom Unions	Understand the concept of custom union	Lecture	IM1102.4
39	Revision	Revision	Lecture	IM1102.4

## 8. Screenshots of the event





The screenshot shows a Zoom meeting interface. The main content is a Google Docs drawing titled "FIRST MILE OPERATIONS". The drawing is a flowchart with the following steps:

- Unloading
- QC- Quality check
- Inwarding- Putting the products in the warehouse
- Packing
- QC
- Picking of the product
- Order is received
- Motherhub

The flow starts with "Unloading", which leads to "QC- Quality check". From "QC- Quality check", the flow goes to "Inwarding- Putting the products in the warehouse". From "Inwarding- Putting the products in the warehouse", the flow goes to "Picking of the product". From "Picking of the product", the flow goes to "Order is received". From "Order is received", the flow goes to "Motherhub".

The meeting interface includes a top bar with "Meeting in 'General'", a toolbar with icons for Pop out, Chat, People (127), Raise, View, Rooms, Apps, More, Camera, Mic, Share, and a red "Leave" button. The bottom bar shows the Windows taskbar with the search bar and system tray. The meeting controls at the bottom right show "Vidushi (Guest)" with a microphone icon, and two other participants: "DV" and "JS". The time is 13:47 on 14-09-2023.

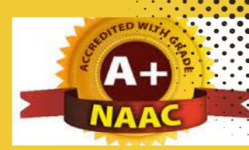
## 9. Brochure of the event



**MANIPAL UNIVERSITY  
JAIPUR**



**MANIPAL  
UNIVERSITY JAIPUR**  
University under Section 2(f) of the UGC Act



**School of Business and Commerce  
in Association with  
Directorate of Alumni Relations  
is organizing  
Industry Expert Lecture  
on  
“How the e-Commerce Market Work?”**



**Speaker  
Vidushi Bajpai  
Myntra**



**THURSDAY**                      **TIME**  
**14 September**                **1:00-3:00 PM**

**VENUE: MS TEAMS**

**CONVENORS: DR. SUHASINI VERMA  
DR. JEEVESH SHARMA**

<https://teams.microsoft.com/l/meetup-join/19%3aeWA5MUgXcMNC2bFtlb6xyC5TnVAwN9m1ZqaIGmz8Hbg1%40thread.tacv2/1694330285675?context=%7b%22Tid%22%3a%22d0726e8-bf4b-4ac1-99f1-010fb11f1d3f%22%2c%22Oid%22%3a%22881101c2-2723-4c8d-838f-549d3358de6c%22%7d>





## 10. Attendance of the Event Total attendee- 129

Sr. No	Name of Institution	RegistrationNumber/ EmployeeCode	Attendee Name
1	Manipal University Jaipur	MUJ1371	Dr. Jeevesh Sharma
2	Manipal University Jaipur	MUJ0561	Dr. Suhasini Verma
3	Manipal University Jaipur	210606030	SANJAY SINGH
4	Manipal University Jaipur	210902001	MAYANK KHANDELWAL
5	Manipal University Jaipur	210902002	POOJA KUMAWAT
6	Manipal University Jaipur	210902004	SIDDHARTH JALAN
7	Manipal University Jaipur	210902005	ANMOL AGRAWAL
8	Manipal University Jaipur	210902006	BHARTI SINGH
9	Manipal University Jaipur	210902007	BIPASHA KAR
10	Manipal University Jaipur	210902008	NIDIT JAIN
11	Manipal University Jaipur	210902009	KASHISH KHATANA
12	Manipal University Jaipur	210902010	KAIF ALI FARIDI
13	Manipal University Jaipur	210902014	MITANSHI SHARMA
14	Manipal University Jaipur	210902015	PRANAV SHARMA
15	Manipal University Jaipur	210902016	VEDANT RASTOGI
16	Manipal University Jaipur	210902017	TILAK VAISHNAV
17	Manipal University Jaipur	210902022	MANVENDER CHOUDHARY
18	Manipal University Jaipur	210902023	LAKHAN LOHIA
19	Manipal University Jaipur	210902024	ARPITA UPADHYAY
20	Manipal University Jaipur	210902025	SARTHAK GAUMAT
21	Manipal University Jaipur	210902026	KRRISH CHHIPA
22	Manipal University Jaipur	210902027	DHRUV SINGH BHARGAVA
23	Manipal University Jaipur	210902028	KHUSHIRAM JAGATI
24	Manipal University Jaipur	210902029	HIMANSHU LOHIA



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25	Manipal University Jaipur	210902030	MADHAV PAREEK
26	Manipal University Jaipur	210902031	NEHA RAJAWAT
27	Manipal University Jaipur	210902032	MANAN BANSAL
28	Manipal University Jaipur	210902033	HARSH AGRAWAL
29	Manipal University Jaipur	210902034	KARAN PRATAP SINGH RATHORE
30	Manipal University Jaipur	210902035	ANUSHKA CHAUHAN
31	Manipal University Jaipur	210902036	ARPIT
32	Manipal University Jaipur	210902037	SAHIL KHANDELWAL
33	Manipal University Jaipur	210902038	LAKSHIT JANGID
34	Manipal University Jaipur	210902039	ANIRUDH JAIN
35	Manipal University Jaipur	210902040	ARYAN KUMAR CHAUBEY
36	Manipal University Jaipur	210902041	SHUBHRANSHU SINGH
37	Manipal University Jaipur	210902042	PRAVEEN SIRVI
38	Manipal University Jaipur	220904001	DEVENDRA SONI
39	Manipal University Jaipur	220904002	SALONI BHARDWAJ
40	Manipal University Jaipur	220904003	NITESH KUMAR FAGNA
41	Manipal University Jaipur	220904004	ROHIT LOKANDA

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