



**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 COMMERCE**

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

**14 September 2023**

  
Head  
Department of Commerce  
Manipal University Jaipur

Dr Saurabh Sharm

HoD, COMMERCE



## **Content of Report**

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2. Objective of the Event
3. Beneficiaries of the Event
4. Details of the Guests
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## 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.), and M. Com.

## 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

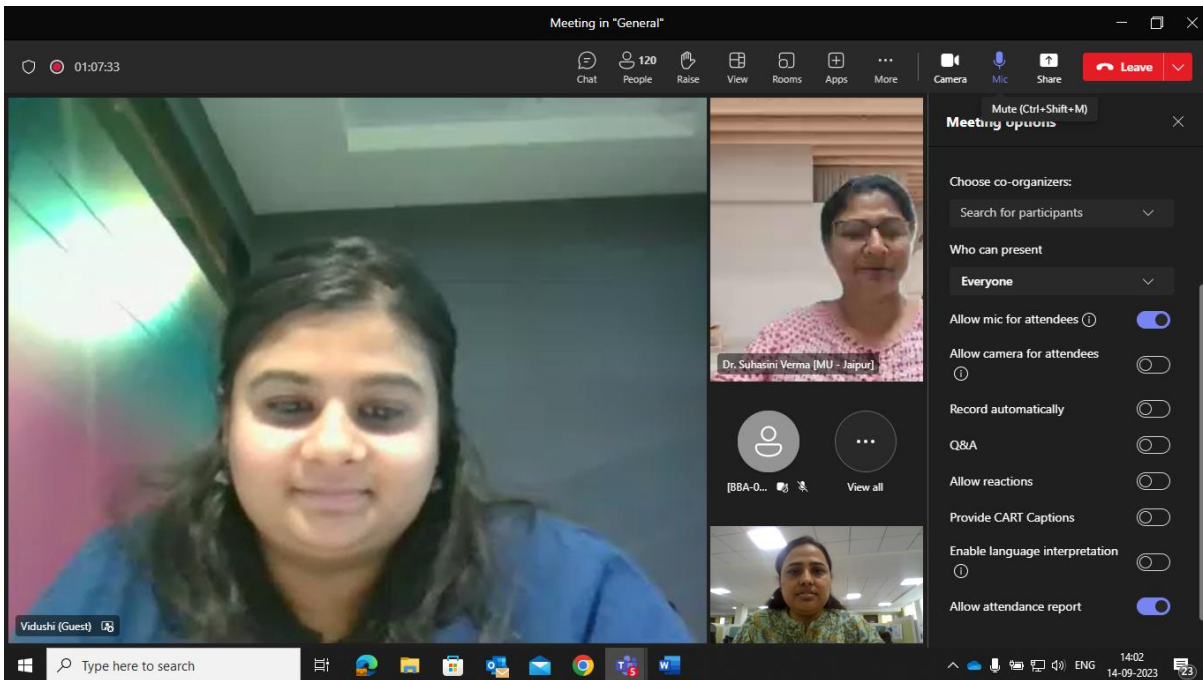
SEMESTER V						
Course No.	Subject Code	Subject Title	L	T	P	C
4	CM3141	E-Commerce	3	0	0	3

## 7. Lecture Plan

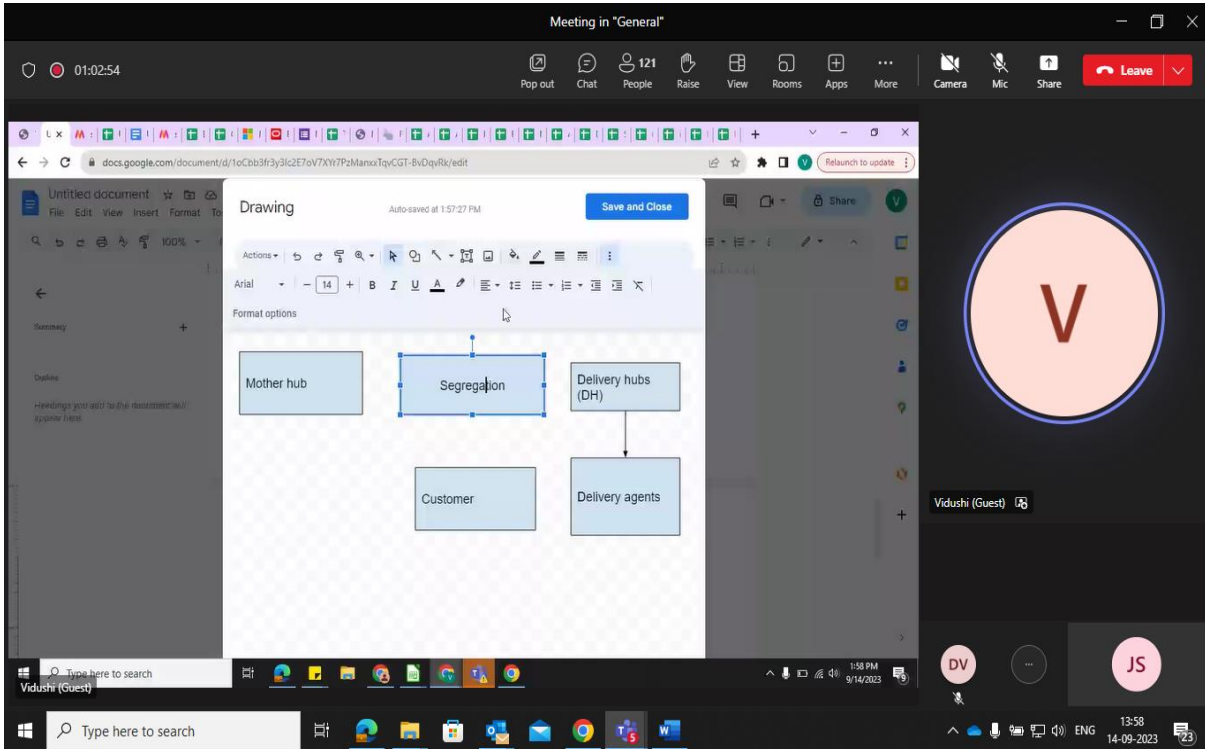
Sr. No.	Course Code	Topics
1	CM3141	Introduction and Course Hand-out briefing
2-3	CM3141	E-Commerce- Meaning and Evolution
4	CM3141	E-Commerce Advantages and Disadvantages
5	CM3141	M-Commerce
6-7	CM3141	Phases of E-Commerce
8-9	CM3141	Dot-Com bubble burst
10-11	CM3141	Business Models
12-13	CM3141	Selling on internet
14-15	CM3141	Case Study
16-18	CM3141	Evolution of e-tailing
19-21	CM3141	Security and Privacy issues of E-Commerce

22-24	CM3141	Types and Components of M-Commerce
25-27	CM3141	Growth and future directions of M-Commerce
28-29	CM3141	Emerging trends in E-Commerce
30-31	CM3141	Funding E-Commerce ventures
32-34	CM3141	Activity
35-36	CM3141	Case Study
37-39	CM3141	Revision

## 8. Screenshots of the event



The screenshot displays a Zoom meeting window titled "Meeting in 'General'". The interface includes a top toolbar with icons for Chat, People (120), Raise Hand, View, Rooms, Apps, More, Camera, Mic, Share, and a red Leave button. The main area shows a large video feed of a participant named "Vidushi (Guest)" and a smaller video feed of "Dr. Suhagini Verma (MU - Jaipur)". A "Meeting options" panel is open on the right, showing settings for co-organizers, who can present (Everyone), and various permissions like "Allow mic for attendees" (checked), "Allow camera for attendees" (unchecked), "Record automatically" (unchecked), "Q&A" (unchecked), "Allow reactions" (unchecked), "Provide CART Captions" (unchecked), "Enable language interpretation" (unchecked), and "Allow attendance report" (checked). The Windows taskbar at the bottom shows the search bar and several application icons. The system tray in the bottom right corner displays the time as 14:02 on 14-09-2023 and the language as ENG.



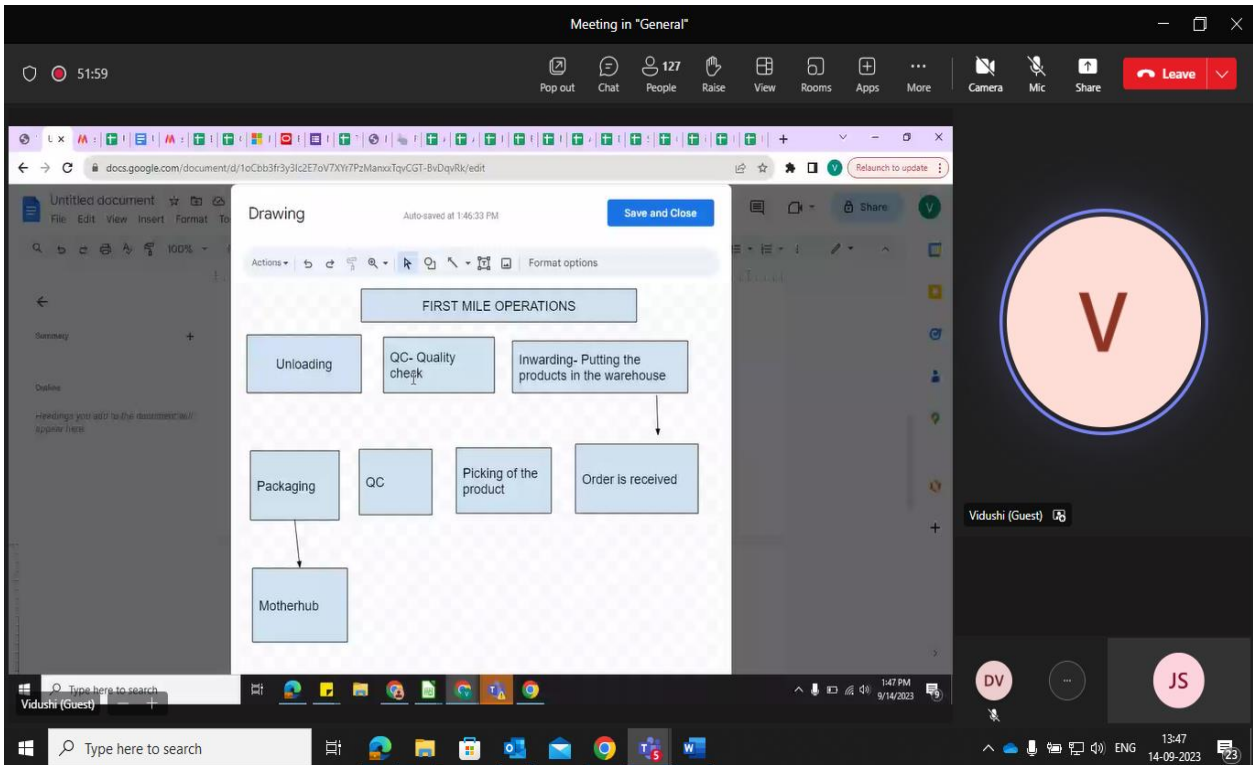
Meeting in "General" | 01:02:54 | 121 People | Leave

Browser: docs.google.com/document/d/1oCbb3fr3y3lc2E7oV7Xy7P2ManxTqyCGT-BvDqRk/edit

Document: Untitled document | Drawing | Auto-saved at 1:57:27 PM | Save and Close

Flowchart: Mother hub, Segregation, Delivery hubs (DH), Customer, Delivery agents

System tray: 1:58 PM 9/14/2023 | DV, JS | 13:58 14-09-2023



Meeting in "General" | 51:59 | 127 People | Leave

Browser: docs.google.com/document/d/1oCbb3fr3y3lc2E7oV7Xy7P2ManxTqyCGT-BvDqRk/edit

Document: Untitled document | Drawing | Auto-saved at 1:46:33 PM | Save and Close

Flowchart: FIRST MILE OPERATIONS, Unloading, QC- Quality check, Inwarding- Putting the products in the warehouse, Packaging, QC, Picking of the product, Order is received, Motherhub

System tray: 1:47 PM 9/14/2023 | DV, JS | 13:47 14-09-2023



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**9. Brochure of the event**



**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%3aeWA5MUgXcMNC2bFtlb6xyC5TnVAwN9m1ZqalGmz8Hbg1%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



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24	Manipal University Jaipur	210902029	HIMANSHU LOHIA
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

*Saurabh Sharm*  
Head  
Department of Commerce  
Manipal University Jaipur

Dr Saurabh Sharm

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