

COURSE NAME:	Business Process Management
TOTAL DURATION:	45 Hrs
MODE OF DELIVERY	PHYSICAL CLASSROOM TRAINING AT RESPECTIVE COLLEGES
TRAINER TO STUDENT RATIO:	1:50
TOTAL MARKS:	75

Table 1

OVERALL COURSE OBJECTIVE:	<ol style="list-style-type: none"> 1. Analyze the principles of Business Process Management (BPM) and its application in streamlining e-commerce operations. 2. Evaluate strategies for integrating BPM tools to optimize business processes and improve customer satisfaction. 3. Construct innovative workflows and performance metrics to monitor and govern essential e-commerce processes. 4. Design customer-centric BPM models that utilize data-driven decision-making for enhancing operational efficiency. 5. Develop strategies for continuous improvement and adaptability in e-commerce environments using advanced BPM technologies.
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LEARNING OUTCOME:	<ol style="list-style-type: none"> 1. Analyze the principles and lifecycle of Business Process Management (BPM) to evaluate its application in streamlining e-commerce operations and enhancing organizational efficiency. 2. Evaluate process mapping and root cause analysis techniques to recommend improvements that address inefficiencies in operational workflows. 3. Design automated workflows and integrate BPM tools such as RPA and AI to create scalable and efficient processes for e-commerce businesses. 4. Develop customer-centric BPM models by prioritizing customer satisfaction metrics and proposing innovative personalization techniques. 1. Construct performance management systems, including KPIs and continuous improvement strategies, to ensure adaptability and sustainability in dynamic e-commerce
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environments.

TABLE 2: MODULE WISE COURSE CONTENT AND OUTCOME

SL.NO	MODULE NAME	MODULE CONTENT	MODULE LEARNING OUTCOME	DURATION (HRS)
1	Introduction to BPM	<ul style="list-style-type: none">- Overview of BPM concepts- BPM lifecycle stages- Role of BPM in e-commerce	Critique the foundational principles of BPM and their relevance to e-commerce operations.	9
2	Process Mapping & Analysis	<ul style="list-style-type: none">- Process mapping techniques- Identifying inefficiencies- Root cause analysis	Evaluate process mapping and its role in improving operational workflows.	9
3	Technology Integration	<ul style="list-style-type: none">- BPM automation tools (e.g., RPA, AI)- Data management systems- Workflow design	Construct workflows and integrate BPM tools for process automation and efficiency.	9
4	Customer-Centric BPM	<ul style="list-style-type: none">- Mapping customer journeys- Metrics for customer experience- Personalization and customization techniques	Design customer-centric BPM models to enhance satisfaction and loyalty.	9
5	Performance Management	<ul style="list-style-type: none">- KPIs and dashboards- Continuous improvement	Develop strategies for continuous improvement and	9

		cycles (Kaizen, Lean) - Adaptability and scalability strategies	process sustainability in e-commerce.	
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TABLE 3: OVERALL COURSE LEARNING OUTCOME ASSESSMENT CRITERIA AND USE CASES

LEARNING OUTCOME	ASSESSMENT CRITERIA	Performance Criteria	USE CASES
Critique BPM principles and their relevance in e-commerce.	Compare BPM concepts and identify their relevance to e-commerce efficiency.	Demonstrates comprehensive knowledge of BPM principles with practical insights.	Evaluate how BPM principles can optimize inventory management in e-commerce operations.
Evaluate BPM tools for process automation.	Assess the functionality and impact of BPM tools like RPA and workflow management.	Provides detailed evaluations of BPM tools, linking them to automation efficiency.	Recommend BPM tools for automating customer support workflows in an e-commerce business.
Construct workflows to monitor e-commerce processes.	Create workflows and develop metrics for tracking e-commerce process efficiency.	Designs robust workflows with KPIs to monitor and improve processes.	Design an end-to-end order processing workflow with integrated performance metrics.
Design customer-centric BPM models.	Justify the importance of customer experience metrics and propose BPM solutions.	Creates models that prioritize customer satisfaction and operational efficiency.	Propose a BPM model for personalized shopping experiences in e-commerce using customer data.

Develop continuous improvement strategies.	Recommend continuous improvement techniques for process sustainability.	Demonstrates creative strategies for iterative process improvements.	Develop a Kaizen-based strategy for enhancing delivery timelines in e-commerce logistics.
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TABLE 4: LIST OF FINAL PROJECTS (PROJECTS THAT COMPREHENSIVELY COVER ALL THE LEARNING OUTCOME)	
SL.NO	FINAL PROJECT
1	Order Processing Workflow Optimization: Design and optimize an order processing workflow from order placement to delivery.
2	Inventory Management System: Develop a system to automate inventory management, including stock level monitoring and reordering.
3	Customer Support Automation: Create an automated customer support system to handle ticketing, response tracking, and issue resolution.
4	Marketing Campaign Analysis: Analyze the effectiveness of a marketing campaign and suggest improvements.
5	Supplier Management Process: Streamline supplier interactions, order placements, and invoice processing.
6	Payment Processing Automation: Implement an automated payment processing system, including payment gateway integration and reconciliation.
7	Returns and Refunds Workflow: Design a process to manage returns and refunds efficiently.
8	Analytics and Reporting Tool: Develop a tool for automated reporting and analytics to gain insights into business performance.
9	Compliance and Audit System: Implement a system to ensure compliance with regulations and standards.
10	Personalization Engine: Create a system to automate personalized recommendations and interactions based on

	customer data.
11	Website Navigation Optimization: Improve the navigation structure of a website to enhance user experience.
12	User Onboarding Flow: Design a seamless onboarding process for new users of a product or service.
13	Chatbot Development: Create a chatbot to enhance customer service and automate responses to common inquiries.
14	Interactive Content Creation: Develop quizzes, polls, and calculators to engage users.
15	Social Media Campaign: Plan and execute a social media campaign to promote a product or service.
16	Video Marketing Project: Create and distribute engaging video content to boost brand awareness.
17	Affiliate Marketing Strategy: Develop an affiliate marketing strategy to drive sales through partnerships.
18	Mobile Marketing Campaign: Design and implement a mobile marketing campaign to reach customers on their smartphones.
19	Competitive Analysis: Conduct a competitive analysis to identify industry benchmarks and opportunities for improvement.
20	Performance Marketing Campaign: Execute a performance marketing campaign to drive specific actions, such as sign-ups or purchases. Clean and analyse retail sales data to identify missing values and remove outliers.

TABLE 5: COURSE ASSESSMENT RUBRICS (TOTAL MARKS: 75)

ASSESSMENT CRITERIA	Learning Outcome	Fair (1–5)	Good (6–10)	Excellent (11–15)	TOTAL MARKS
Understanding BPM Principles	Critique BPM principles and their relevance	Limited understanding of BPM principles and	Demonstrates adequate understanding with	Demonstrates detailed knowledge with insightful	15

	in e-commerce.	minimal application.	some application examples.	practical applications to e-commerce challenges.	
Integration of BPM Tools	Evaluate BPM tools for process automation.	Limited assessment of BPM tools and their impact.	Provides moderate evaluations linking BPM tools to specific operational benefits.	Provides in-depth analysis of BPM tools, demonstrating their integration and scalability in workflows.	15
Workflow Construction	Construct workflows to monitor e-commerce processes.	Designs basic workflows with limited effectiveness.	Creates functional workflows with appropriate KPIs for process monitoring.	Designs advanced workflows with robust metrics, ensuring effective process monitoring and optimization.	15
Customer Experience in BPM	Design customer-centric BPM models.	Limited focus on customer satisfaction in BPM models.	Moderately prioritizes customer experience with some relevant BPM solutions.	Designs comprehensive BPM models that effectively enhance customer satisfaction and operational efficiency.	15
Continuous Improvement	Develop continuous	Basic strategies	Proposes effective	Develops innovative,	15

nt Strategies	improvement strategies.	lacking innovation or long- term applicability .	improvement strategies with moderate focus on adaptability .	scalable strategies for iterative improvement and adaptability in dynamic settings.	
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