



Lesson Plan

Program: BCA

Semester: VI **Course Code:** BCA-603 **Course Name:** Ecommerce

Course Objectives

(CO1): To give knowledge of e-commerce with its technology, need, pros & cons, model, impacts, trade life cycle

(CO2): To give knowledge of business models surrounding e-Commerce including marketing strategies.

(CO3): To study the concept of Internet architecture and the concept of the process of electronic payment in e-commerce along with different technologies.

(CO4): To understand knowledge of Legal issues and Regulatory policy and security aspects used in e-commerce and mobile commerce.

(CO5): To study the concept of e-Commerce infrastructures and internet security.

Session Duration: 60 minutes

Participants: BCA Sixth Semester Students

Entry level knowledge and skills of students

- i. Basic Knowledge of Computer Network.

Equipment required in Classroom/ Laboratory/ Workshop

- i. Projector
- ii. White Board

Assessment Schemes

S. No.	Criteria	Marks (100)
1	CCSU End Term Examination	75
2	Internal Evaluation Scheme	25
2(a)	Teacher Assessment (Continuous Evaluation) (Assignment & Attendance)	25
2(a)(i)	Assignment -1	10
2(a)(ii)	Assignment -2	10
2(a)(iii)	Attendance (compulsory)	5



Course Outcomes (starting with action-oriented observable and measurable verb)

(CO1): Understand the concept of E-Commerce. **(Understand K(2))**

(CO2): understand the concepts of Business-to-Business E-Commerce **(Understand K (2)).**

(CO3): Understand the concept Internet architecture and the process of electronic payment in e-commerce along with different technologies. **(Understand K (2))**

(CO4): Learn about the Understand the Internet Architecture and Electronic Payment System. **(Understand K(2))**

(CO5): Able to understand the infrastructure and internet security. **(Understand K (2))**

L. N o.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
Unit - 1							
	Introduction and discussion about the subject and syllabus	Course Objective and Course Outcomes			CO-1 to CO-5		
	Introduction to E-Commerce	The Scope of Electronic Commerce		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-1		
		Definition of Electronic Commerce		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-1		
		Electronic E-commerce and the Trade Cycle		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-1		
		Electronic Markets		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-1		
		Electronic Data Interchange		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-1		
		Internet Commerce		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-1		
		E-Commerce in Perspective		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-1		
	Business Strategy in	Supply Chains		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-1		



	an Electronic Age						
		Porter's Value Chain Model		<ul style="list-style-type: none">LectureBrainstorming	CO-1		
		Inter Organizational Value Chains		<ul style="list-style-type: none">LectureBrainstorming	CO-1		
		Competitive Strategy		<ul style="list-style-type: none">LectureBrainstorming	CO-1		
		Porter's Model		<ul style="list-style-type: none">LectureBrainstorming	CO-1		
		First Mover Advantage Sustainable Competitive Advantage		<ul style="list-style-type: none">LectureBrainstorming	CO-1		
		Competitive Advantage using E-Commerce		<ul style="list-style-type: none">LectureBrainstorming	CO-1		
		Business Strategy		<ul style="list-style-type: none">LectureBrainstorming	CO-1		
		Introduction to Business Strategy		<ul style="list-style-type: none">LectureBrainstormingDemonstration	CO-1		
		Strategic Implications of IT		<ul style="list-style-type: none">LectureBrainstormingDemonstration	CO-1		
		Business Environment		<ul style="list-style-type: none">LectureBrainstormingDemonstration	CO-1		
		Business Capability,		<ul style="list-style-type: none">LectureBrainstorming	CO-1		
		Exiting Business Strategy		<ul style="list-style-type: none">LectureBrainstorming	CO-1		
		Strategy Formulation & Implementation Planning		<ul style="list-style-type: none">LectureBrainstorming	CO-1		
		E-Commerce Implementation		<ul style="list-style-type: none">LectureBrainstorming	CO-1		
		E-Commerce		<ul style="list-style-type: none">Discussion	CO-1		



		Evaluation		<ul style="list-style-type: none"> Buzz Grouping 			
		Revision of Unit 1		<ul style="list-style-type: none"> Discussion Buzz Grouping 	CO-1		
Unit - 2							
	Business-to-Business Electronic Commerce	Characteristics of B2B EC		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-2		
		Models of B2B Ec		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-2		
		Procurement Management Using the Buyer's Internal Marketplace		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-2		
		Just in Time Delivery		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-2		
		Other B2B Models		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-2		
		Auctions and Services from Traditional to Internet Based EDI		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-2		
		Integration with Back-end Information System		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-2		
		The Role of Software Agents for B2B EC		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-2		
		Electronic marketing in B2B		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-2		
		Solutions of B2B EC		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-2		
		Managerial Issues, Electronic Data Interchange (EDI),		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-2		
		EDI: The Nuts and Bolts		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-2		



		EDI & Business		<ul style="list-style-type: none"> • Discussion • Buzz Grouping 	CO-2		
		Revision of Unit 2		<ul style="list-style-type: none"> • Discussion • Buzz Grouping 	CO-2		
Unit - 3							
	Internet and Extranet:	Automotive Network Exchange		<ul style="list-style-type: none"> • Lecture • Brainstorming 	CO-3		
		The Largest Extranet,		<ul style="list-style-type: none"> • Lecture • Brainstorming 	CO-3		
		Architecture of the Internet		<ul style="list-style-type: none"> • Lecture • Brainstorming 	CO-3		
		Intranet and Extranet		<ul style="list-style-type: none"> • Lecture • Brainstorming • Demonstration 	CO-3		
		Application Case Studies		<ul style="list-style-type: none"> • Lecture • Buzz Grouping 	CO-3		
		Intranet software, Applications of Intranets,		<ul style="list-style-type: none"> • Lecture • Brainstorming 	CO-3		
		The structures of Extranets, Extranet products & services		<ul style="list-style-type: none"> • Lecture • Brainstorming 	CO-3		
		Applications of Extranets, Business Models of Extranet Applications, Managerial Issues.		<ul style="list-style-type: none"> • Lecture • Brainstorming 	CO-3		
	Electronic Payment Systems:	Is SET a failure, Electronic Payments & Protocols?		<ul style="list-style-type: none"> • Lecture • Brainstorming 	CO-3		
		Security Schemes in Electronic payment systems		<ul style="list-style-type: none"> • Lecture • Brainstorming 	CO-3		
		Electronic		<ul style="list-style-type: none"> • Lecture 	CO-3		



		Credit card system on the Internet,		<ul style="list-style-type: none"> Brainstorming 			
		Electronic Fund transfer and Debit cards on the Internet		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-3		
		Stored - value Cards and E-Cash, Electronic Check Systems		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-3		
		Prospect of Electronic Payment Systems		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-3		
		Managerial Issues.		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-3		
		Revision of Unit 3		<ul style="list-style-type: none"> Lecture Brainstorming Buzz grouping 	CO-3		
Unit - 4							
	Public Policy: From Legal Issues to Privacy :	EC- Related Legal Incidents, Legal Incidents,		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-4		
		Ethical & Other Public Policy Issues		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-4		
		Protecting Privacy,		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-4		
		Protecting Intellectual Property,		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-4		
		Free speech, Internet Indecency & Censorship,		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-4		
		Taxation & Encryption Policies,		<ul style="list-style-type: none"> Lecture Brainstorming Demonstration 	CO-4		
		Other Legal Issues: Contracts, Gambling &		<ul style="list-style-type: none"> Lecture Brainstorming Demonstration 	CO-4		



		More,					
		Consumer & Seller Protection In EC.		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-4		
		Revision of Unit 4		<ul style="list-style-type: none"> Lecture Brainstorming Buzz grouping 	CO-4		
Unit - 5							
	Infrastructure For EC :	It takes more than Technology,		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-5		
		A Network Of Networks,		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-5		
		Internet Protocols,		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-5		
		Web- Based client/ Server		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-5		
		Internet Security,		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-5		
		selling on the web,		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-5		
		Chatting on the Web,		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-5		
		Multimedia delivery,		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-5		
		Analyzing Web Visits,		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-5		
		Managerial Issues.		<ul style="list-style-type: none"> Lecture Brainstorming 	CO-5		
		Revision of Unit 5		<ul style="list-style-type: none"> Brainstorming Buzz grouping 	CO-5		

Text Books:

1. David Whiteley, " E-Commerce", Tata McGraw Hill, 2000.
2. Eframi Turban, Jae Lee, David King, K. Michale Chung, "Electronic Commerce", Pearson Education, 2000

Reference Books:

1. E-Commerce: Fundamentals and Applications, 2007.
2. E-Commerce & Application by Pandey , S.K. Kataria & Sons, 2013