



Lesson Plan

Program: B.COM **Year:** 1ST Year **SEM:** 2nd sem **Course Code:** CO10104T

Course Name: Essentials of E-COMMERCE

Course Objectives

To enable the student to become competent to understand the mechanism for Excelling in E Commerce based employment and self-employment opportunities.

(CO1): To introduce Students to the basics of E-Commerce

(CO2): To familiarize Students to the Electronic business models

(CO3) Understand Technology required for online-Business

(CO4): To learn the E-commerce: online-payment mechanism

(CO5): Describe Security and legal Aspects of E-commerce:

Session Duration: 50 minutes

Participants: BCOM students

Entry level knowledge and skills of students

- i. Terminology used in Marketing
- ii. Fundamentals of E-Commerce

Equipment required in Classroom/ Laboratory/ Workshop

- i. Smart board
- ii. Projector

Assessment Schemes

| S. No. | Criteria | Marks (100) |
|------------------|---|--------------------|
| 1 | CCSU End Term Examination | 75 |
| 2 | Internal Evaluation Scheme | 25 |
| 2(a) | Teacher Assessment (Continuous Evaluation) | 20 |
| 2(a)(i) | Assignment I | 10 |
| 2(a)(ii) | Assignment II | 10 |
| 2(a)(iii) | Attendance (compulsory) | 5 |



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

(CO1): Develop the understanding of Students about E-Commerce (K1, K2)

(CO2): Develop the understanding of Students of Electronic business models (K2)

(CO3) Understand the Understand Technology required for online-Business (K1, K2)

(CO4): Apply the various online-payment mechanism (K3, K4)

(CO5): To familiarize with the Security and legal Aspects of E-commerce(K2, K4)

| L. No | Topics | Sub Topics | Date of implementation | Pedagogy | CO-Covered | Faculty Sign | HoD's Remark with Date |
|----------------|--|---|------------------------|------------------|------------|--------------|------------------------|
| Unit -1 | | | | | | | |
| 1. | Internet and Commerce | Introduction | | Improved Lecture | CO1 | | |
| 2. | Internet and Commerce | Business operations in commerce practices | | Improved Lecture | CO1 | | |
| 3. | Internet and Commerce | Business operations in traditional business practices | | Improved Lecture | CO1 | | |
| 4. | Internet and Commerce | Business operations in commerce practices Vstraditional business practices | | Improved Lecture | CO1 | | |
| 5. | Advantages and disadvantages of E-commerce | Concepts | | Improved Lecture | CO1 | | |
| 6. | | Benefits of E-commerce to organization | | Improved Lecture | CO1 | | |



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|----------------|--------------------|---|--|------------------|-----|--|--|
| 7. | | Benefits of E-commerce to consumers, and society | | Improved Lecture | CO1 | | |
| UNIT-2 | | | | | | | |
| 8. | Application in B2C | Consumers shopping procedure on the internet | | Improved Lecture | CO2 | | |
| 9. | Application in B2C | Products in B2C Models | | Improved Lecture | CO2 | | |
| 10 | Application in B2C | E-Brokers based service online | | Brainstorming | CO2 | | |
| 11 | Application in B2C | Online travel tourism services | | Improved Lecture | CO2 | | |
| 12 | Application in B2C | Benefits and impact of E-Commerce on travel and industry | | Improved Lecture | CO2 | | |
| 13 | Application in B2C | Online stock trading and its benefits | | Improved Lecture | CO2 | | |
| 14 | Application in B2C | Online Banking and its benefits, online financial services and its future | | Improved Lecture | | | |
| Unit -3 | | | | | | | |
| 15 | Application in B2B | Application in B2B-key technologies for B2B | | Improved Lecture | CO3 | | |
| 16 | Application in B2B | Characteristics of the supplier oriented market place | | Improved Lecture | CO3 | | |



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| 17 | Application in B2B | Buyer oriented marketplace and intermediate oriented marketplace | | Improved Lecture | CO3 | | |
| 18 | Application in B2B | Just in time | | Improved Lecture | CO3 | | |
| 19 | Application in B2B | Delivery in B2B | | Improved Lecture | | | |
| Unit-4 | | | | | | | |
| 20 | Application in Governance | EDI in Government, E-Governance application of the internet | | Improved Lecture | CO4 | | |
| 21 | Application in Governance | Concept of Government-to-Business | | Improved Lecture | CO4 | | |
| 22 | Application in Governance | Concept of Business-to-Government and citizen-to-Government | | Improved Lecture | CO4 | | |
| 23 | Application in Governance | E-Governance models | | Improved Lecture | CO4 | | |
| 24 | Application in Governance | Private sector interface in E-Governance | | Improved Lecture | CO4 | | |
| Revision | | | | | | | |
| 25. | Unit 1 | Question Paper | | Improved Lecture | 1 | | |
| 26. | Unit 1 | Question Paper | | Improved Lecture | 1 | | |
| 27. | Unit 2 | Question Paper | | Improved Lecture | 2 | | |
| 28. | Unit 2 | Question Paper | | Improved Lecture | 2 | | |
| 29. | Unit 3 | Question Paper | | Improved Lecture | 3 | | |



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| 30. | Unit 3 | Question Paper | | Improved Lecture | 3 | | |
| 31. | Unit 4 | Question Paper | | Improved Lecture | 4 | | |
| 32. | Unit 5 | Question Paper | | Improved Lecture | 4 | | |

Text Books: E-Commerce by M.K. Malik SahityaBhavan

Reference Books:

Ecommerce ShrutiMathur, Concept and Cases Pinnacle Learning

Journals:

International Journal of Electronic Commerce, Volume 26, Issue 3 (2022)

Electronic Database:

<https://www.tandfonline.com/doi/full/10.1080/10864415.2022.2076196>

<https://www.tandfonline.com/doi/full/10.1080/10864415.2022.2076199?scroll=top&needAccess=true>