Lesson Plan

Program: BBA Sem: VI Course Code:606 Course Name: Fundamentals 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: 60 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. Smartboard

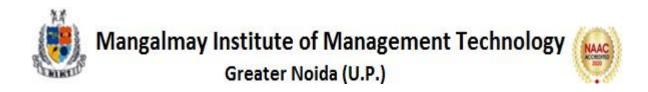
ii. Projector

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 aboutE-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)



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L. No.	Topics	Sub Topics	Date of implementation	Pedagogy	CO- Covere d	Facult y Sign	HoD's Remark with Date
	. - L		Unit - 1		L	I.	
1.	Basics of E- Commerce	Introduction,		Improved Lecture	CO1		
2.	E-commerce based activities	Online retailing,		Improved Lecture	CO1		
3.	Goals of E- commerce	Electric markets,		Brainstorming	CO1		
4.	Technical components of E-commece	Online auctions		Improved Lecture	CO1		
5.	Advantages and disadvantages of E-commerce	Concepts		Improved Lecture	CO1		
6.	Electronic commerce Application	key players		Brainstorming	CO1		
7.	Supply chain Management Electronic commerce and Electronic Business.	Types		Improved Lecture	CO1		
8.		71					
		,	UNIT 2	,	,	,	
9.	Electronic business models: B2B, B2C, C2C, C2B,	Explain B2B, B2C, C2C, C2B		Improved Lecture	CO2		
10.	website Design: Websites as market place	What is the role of website		Improved Lecture	CO2		
11.	Pure online vs. brick and click business	Online Business		Brainstorming	CO2		
12.	Assessing	Identify the		Improved Lecture	CO2		



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	requirement for	requirement				
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	online business.	online				
		business.		~~		
13.	designing	designing	Improved Lecture	CO2		
	developing the	developing the				
	system	system				
14.	deploying the	How to	Improved Lecture	CO2		
	system	deploy				
			UNIT 3			
15.	Technology for		Improved Lecture	CO3		
	online-Business:	Technology				
16.	IT Infrastructure,	Infrastructure,	Improved Lecture	CO3		
	Middleware	Domain				
	Domain names,	names,				
17.	Contents: Text		Brainstorming	CO3		
	and integrating E-					
	business	Contents: Text				
	applications	applications				
18.	component of		Improved Lecture	CO3		
	internet					
	information	Component of				
	technology	technology				
	structure	structure				
19.	Development of		Case let	CO3		
	internet,					
	Extranet and their	internet,				
	Difference	Extranet				
			UNIT 4	*	.	1
20.	online-payment		Improved Lecture	CO4		
	mechanism	online-				
		mechanism				
21.	Electronic	Electronic	Improved Lecture	CO4		
	Payment system;	Payment				
22.	Payment		Brainstorming	CO4		
	Gateways;	Gateways;				
	Visitors to	Visitors to				
	website	website				
23.	Tools for	How to	Improved Lecture	CO4		
	promoting	promote				
	websites;	websites;				
24.	Risk	Risk	Improved Lecture	CO4		



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	management	management				
	option for e-					
	Payment Systems.					
			UNIT 5			
25.	Security and legal Aspects of E- commerce:	legal Aspects of E- commerce:		Improved Lecture	CO5	
26.	Threats in E-commerce	Threats		Improved Lecture	CO5	
27.	Security of clients and Service-Provider,	Security of clients		Brainstorming	CO5	
28.	Cyber Laws- Relevant Provisions of information Technology Act 2000	Cyber Laws-		Improved Lecture	CO5	
29.	Secure electronic records	electronic records		Case let	CO5	
30.	digital signatures Penalties and adjudication	digital signatures		Improved Lecture	CO5	
			Revision			
31.	Unit 1	Question Paper		Improved Lecture	1	
32.	Unit 1	Question Paper		Improved Lecture	1	
33.	Unit 2	Question Paper		Improved Lecture	2	
34.	Unit 2	Question Paper		Improved Lecture	2	
35.	Unit 3	Question Paper		Improved Lecture	3	
36.	Unit 3	Question Paper		Improved Lecture	3	
37.	Unit 4	Question Paper		Improved Lecture	4	
38.	Unit 5	Question Paper		Improved Lecture	4	
39.	Unit 5	Question Paper		Improved Lecture	5	

Text Books: Essential of E-Commerce by M.K. Malik Sahitya Bhavan

Reference Books:

Ecommerce Shruti Mathur, 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

 $\underline{https://www.tandfonline.com/doi/full/10.1080/10864415.2022.2076199?scroll=top\&needAccess=true}$