



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 about E-Commerce (K1, K2)



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- (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-Covered	Faculty Sign	HoD's Remark with Date
Unit - 1							
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-commerce	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.							
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		



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



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	management option for e-Payment Systems.	management					
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



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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>