SANATAN DHARMA COLLEGE, AMBALA CANTT
College with Potential for Excellence, UGC,New Delhi
NAAC Accredited Grade "A+" with CGPA 3.51 in 3rd cycle
ISO 9001:2015 & ISO 14001:2015 Certified

Department of Computer Science
Lesson Plan (Session 2021-2022)

Class: BVOC(SD)Sem: V   **Course Code: BVSD-52**   **Nomenclature: E-Commerce**

Duration: 16 Weeks   **Date: Oct-Jan 2022**

SYLLABUS
BVSD – 52   E-Commerce

Maximum Marks: 100   **External: 80**   **Minimum Pass Marks: 40**
Internal: 20   **Time: 3 hours**

Note: Examiner will be required to set Nine Questions in all. First Question will be compulsory, consisting of objective type/short-answer type questions covering the entire syllabus. In addition to that, eight more questions will be set, two questions from each Unit. Student will be required to attempt FIVE questions in all. Question Number 1 will be compulsory. In addition to compulsory question, student will have to attempt four more questions selecting one question from each Unit.

UNIT-I
Introduction to E-Commerce: Benefits, Impact of E-Commerce, Classification of E-Commerce, Applications of E-Commerce Technology, Business Models, Framework of E-Commerce, Business to Business, Business to Customer, Customer to Customer

Unit II
Online Electronic Payment Systems: Prepaid and Post Paid Electronic Payment System, Information Directories and Search Engines, Cyber Cash (Customer to Merchant Payments, Peer-to-Peer Payments, Security), Smart Card (Card Types, Closed or Open Security), Privacy, Card Costs, Non Card Costs, Electronic Banking, Electronic Fund Transfers.

Unit III
Application of E-Commerce: Applications of E-Commerce in Direct Marketing and Selling, Value Chain Integration, Supply Chain Management, Corporate Purchasing, Financial and Information Services, Obstacles in Adopting E-Commerce Applications, Future of E-commerce.

Unit IV
Launching Your E-Business: Marketing an E-Business, Search Engines and Directories, Public Relations, Customer Communication, News Groups and Forums, Exchanging Links, Web Rings, E-Business Back End Systems, Business Record Maintenance, Back up Procedures and Recovery.

TEXT BOOKS:
- Schneider Gari P., Electronic Commerce, Thomson Course Technology, 2011
- Bajaj Kamlesh K., Nag Debjani, E-Commerce – Cutting Edge of Business, Tata McGraw Hill, 2009

REFERENCE BOOKS:
- Joseph P.T., E-Commerce – An Indian Prespective, Prentice Hall, 2006
- Westland J. Christopher, Global Electronic Commerce – Theory & Case Studies, University Press, 2001

Course Outcomes

After the completion of this course, prospective Computer professionals will have the ability to

Course Title	Programming Fundamentals and C
CO No.	**Course Outcomes**
CO-1	**Describe and criticize the e-commerce, advantage disadvantage of E-commerce and traditionalCommerce v/s E-Commerce.**
CO-2	**Explain different type of models and activities of E-Commerce.**
CO-3	**Describe the different type techniques and software used in E-Commerce.**
CO-4	**Identify the strategies for marketing sales and promotion.**
CO-5	**Describe and show the different type of E- Commerce application and Supply Chain diagram.**
CO-6	**Analyze the concepts of E-commerce for skill development towards solving real-timeproblems.**

S.No	Instructional Technique	Assessment Methods (AM)
1	Chalk & Talk	**Assignments**
2	ICT tools	**Quiz**
3	Group discussions	**Group Discussions**
4	Industrial visit	**Oral Tests**
5	Case studies	**Sessional**
6	Small Projects	**Presentations**
7	Workshop	**Seminar**
8	Spoken Tutorials	**University Exams**
9	Flipped Class	
10.	**E-Resources**	

Detailed Lesson Plan

Week	Date	Topic to be Covered	Instructional Technique	Assessment Method
1	11.10.21	Explain Course Outcomes	1-(PPT/Projector)	1
	12.10.21	Introduction to E-Commerce	2-(PPT/Projector)	1,2,4
	13.10.21	Benefits and Impact of E-Commerce	2-(PPT/Projector)	1,2,3
2	18.10.21	Classification of E-Commerce	2-(PPT/Projector)	1, 2, 3
	19.10.21	Classification of E-Commerce	2-(PPT/Projector	1, 2, 4
	20.10.21	plications of E-Commerce Technology	2-(PPT/Projector)	1, 2, 3
3	25.10.21	Business Models	2-(PPT/Projector)	1, 2, 3
	26.10.21	Business Models	2-(PPT/Projector)	1, 2, 3
	27.10.21	**Class Test**	---------------	2, 3
4	1.11.21	**HOLIDAY**	---------------	-------------
	2.11.21	Business Models	2-(PPT/Projector)	1,2,3,4
	3.11.21	Class Test	-------------	2, 3
5	8.11.21	Framework of E-Commerce	2-(PPT/Projector)	1, 2, 3
	9.11.21	Framework of E-Commerce	2-(PPT/Projector)	1,2,3,4
	10.11.21	Business to Business	2-(PPT/Projector)	1,2,3,4
6	15.11.21	**Assignment 1**	1- Chalk & Talk	1, 2, 3
	16.11.21	Business to Customer	2-(PPT/Projector)	1,2,3,4
	17.11.21	Customer to Customer	2-(PPT/Projector)	1,2,3,4
7	22.11.21	Online Electronic Payment Systems: Prepaid and Post Paid Electronic Payment System	2-(PPT/Projector)	1,2,3,4
	23.11.21	Information Directories	2-(PPT/Projector)	1,2,3,4
	24.11.21	Search Engines	2-(PPT/Projector)	1,2,3,4
8	29.11.21	**DIWALI BREAK**	------------------	----------------
	30.11.21			
	1.12.21			
9	6.12.21	Cyber Cash (Customer to Merchant Payments,	2-(PPT/Projector)	1,2,3,4
	7.12.21	Peer to Peer Payments, Security)	2-(PPT/Projector)	1,2,3,4
	8.12.21	Smart Card (Card Types, Closed or Open Security)	2-(PPT/Projector)	1,2,3,4
10	13.12.21	Privacy, Card Costs, Non Card Costs	2-(PPT/Projector)	1,2,3,4
	14.12.21	Electronic Banking	2-(PPT/Projector)	1,2,3,4
	15.12.21	Electronic Fund Transfers	2-(PPT/Projector)	1,2,3,4

Week	Date	Topic to be Covered	Instructional Technique	Assessment Method
11	20.12.21	Applications of E-Commerce in Direct Marketing and Selling	2-(PPT/Projector)	1,2,3,4
	21.12.21	**Class Test**	------------------	4
	22.12.21	Value Chain Integration	2-(PPT/Projector)	1,2,3,4
12	27.12.21	Supply Chain Management, Corporate Purchasing	2-(PPT/Projector)	1,2,3,4
	28.12.21	Financial and Information Services	2-(PPT/Projector)	1,2,3,4
	29.12.21	Obstacles in Adopting E-Commerce Applications	2-(PPT/Projector)	1,2,3,4
13	3.1.22	**Sessional**	--------------------	5
	4.1.22	Future of E-commerce	2-(PPT/Projector)	1,2,3,4
	5.1.22	Launching Your E-Business :Marketing an E-Business	2-(PPT/Projector)	1,2,3,4
14	10.1.22	Search Engines and Directories	2-(PPT/Projector	1,2,3,4
	11.1.22	Public Relations	2-(PPT/Projector	1,2,3,4
	12.1.22	Customer Communication	2-(PPT/Projector	1,2,3,4
15	17.1.22	**Assignment 2**	2-(PPT/Projector	1,2,3,4
	18.1.22	News Groups and Forums	2-(PPT/Projector	1,2,3,4
	19.1.22	E-Business Back End Systems	2-(PPT/Projector	1,2,3,4
16	24.1.22	Business Record Maintenance	2-(PPT/Projector	1,2,3,4
	25.1.22	Exchanging Links, Web Rings	2-(PPT/Projector	1,2,3,4
	26.1.22	Back up Procedures and Recovery	2-(PPT/Projector	1,2,3,4