LESSON PLAN

Subject Name: Fundamentals and Application of E-Commerce

Lecture hours: 60

Objective: To understand the electronic consumer; ecommerce revolution and the role of internet. To familiarize them with current challenges & issues in e-commerce and also to get an insight about the potential of Indian industries to compete in the world market.

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/Ins tructional techniques	Evaluation/ learning confirmation
Module I	Overview of electronic commerce	12		
1.	Introduction, Main activities of e-commerce	2	Lecture	Question and Answer
2.	Board goals of e-commerce, prospects for e-commerce	2	Lecture	Question and Answer
3.	Pre-requisites for e-commerce, e-commerce applications	3	Lecture	Question and Answer
4.	Type of E-commerce ,B2B,B2C, B2G,C2C	4	Lecture and activity	Question and Answer
5.	Advantage of e-commerce, Limitations of e-commerce , value chains in electronic commerce	1	Lecture and activity	Question and Answer
Module II	Electronic Commerce for service Industries	10		
1.	Information Technology service- Broker based services, Travel and tourism services	3	Lecture	Question and Answer
2.	Employment placement and the job market	2	Lecture	Question and Answer
3.	Real Estate, Trading stock online, online publishing	3	Lecture and activity	Question and Answer
4.	Marketing and manufacturing industries, E-agriculture in India	2	Lecture and activity	Question and Answer
Module III	Electronic Commerce and Retailing	8		
1.	E-commerce and retail industry, vision of online retailing in e-commerce	2	Lecture and activity	Question and Answer
2.	Today's e-tailing environment, e-commerce and marketing	2	Lecture and activity	Question and Answer
3.	Incentive for engaging in e-commerce, driving forces behind e-	2	Lecture	Question

4. e-commerce and economic efficiency , impact of e-commerce 2		commerce			and
Module IV IV IV IV IV IV IV IV					Answer
Module IV Clobal markets - Understanding the structure of virtual enterprise 1	4.	e-commerce and economic efficiency , impact of e-commerce		Lecture &	Question
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Skill development

- 1. Familiarize themselves with the security and ethical challenges of e-commerce websites.
- 2. Analyse e-commerce websites design, technology used and security and user friendliness.
- 3. List down the challenges faced to start an e-commerce venture.
- 4. Identify any four popular B2C websites and examine their user friendliness and various marketing strategies adopted.
- 5. Conduct a survey to understand the customer's preferences while online shopping.
- 6. Introduction to concepts of Excel and Tally to the students basically to enhance their abilities to take on corporate world..

Assessment

- 1) 10 marks CIA (assignments and test)
- 2) 20 marks (Mid Term)
- 3) 70 marks (ESE)

BOOKS FOR REFERENCE:

- 1. Frontiers of electronic commerce- Kalakota & Whinstton Person Education Inc.
- 2. E-Commerce: CSV Murty: Himalaya Publishing House Pvt Ltd.
- 3. Electronic Commerce A Managerial Perspective: Efrain Turban, Jae Lee, David King.
- 4. H.Michael Chung: Pearson Education, Inc. and Dorling Kindersley Publishing Inc.
- 5. E-Commerce Concepts and Applications: NidhiDhawan: International Book House Pvt.Ltd.

Prepared By:	
HARIHARAN RAVI	Approved By: