

## 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/Instructional techniques	Evaluation/learning confirmation
<b>Module I</b>	<b>Overview of electronic commerce</b>	<b>12</b>		
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
<b>Module II</b>	<b>Electronic Commerce for service Industries</b>	<b>10</b>		
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
<b>Module III</b>	<b>Electronic Commerce and Retailing</b>	<b>8</b>		
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

	commerce			and Answer
4.	e-commerce and economic efficiency , impact of e-commerce on business	2	Lecture & Activity	Question and Answer
<b>Module IV</b>	<b>E-Commerce and customization</b>	15		
1.	Global markets - Understanding the structure of virtual enterprise	1	Lecture	Question and Answer
2.	Work flow automation and coordination customization and internal commerce and service	2	Lecture	Question and Answer
3.	Order selection and prioritization -order scheduling, fulfilling and delivery	1	Lecture	Question and Answer
4.	Order billing and payment managements , post sales service	1	Lecture	Question and Answer
5.	Excel- Data subtotal , consolidation, validation, pivot table and charts	2	Lecture & Activity	Practical
6.	V & H Lookup, match , Index , Reporting sample	2	Lecture & Activity	Practical
7.	Usage of bar , pie chat, Function - proper, upper, lower, trim, len, ceiling, cell combin	2	Lecture & Activity	Practical
8.	Merging cells with formulas, conversion of text into columns	2	Lecture & Activity	Practical
9.	Tally gateway, group, ledgers, vouchers and reporting	2	Lecture & Activity	Practical
<b>Module V</b>	<b>E-Commerce supply chain Management</b>	7		
1.	Integrated logistics and distribution , Integrated marketing and distribution	3	Lecture	Question and Answer
2.	Efficient customer response- Agile manufacturing , product and service digitization	3	Lecture	Question and Answer
3.	Remote servicing procurement	1	Lecture	Question and Answer
<b>Module VI</b>	<b>Electronic Data Interchange (EDI)</b>	8		
1.	Public and private computer networks for B2B trading	2	Lecture & Activity	Question and Answer
2.	EDI and paperless trading: characteristic features of EDI service arrangement	2	Lecture & Activity	Question and Answer
3.	Internet based EDI, EDI architecture and standards	1	Lecture	Question and Answer
4.	VANS; cost of EDI infrastructure, reasons for slow acceptability of EDI for trading	3	Lecture	Question and

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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: