Teaching Lesson Plan

MDC-1
E-Commerce (3 Credits)

Lecture hours: 45

OBJECTIVES: To know the students "Ecommerce" or "electronic commerce" as the trading of goods and services on the internet.

SN	Subject and Objectives	Lectures Hrs	Methodology	Evaluation Mode
Unit-I	**E-commerce and its Technological Aspects**	9Hrs		
	Overview of developments in Information Technology and Defining E-Commerce: The scope of E commerce, Electronic Market, Electronic Data Interchange, Internet Commerce, Benefits and limitations of E-Commerce, Produce a generic framework for E-Commerce, Architectural framework of Electronic Commerce, Web based E Commerce Architecture.	9	PPT, Illustrations	Q & A, Assignments
Unit-II	**Consumer Oriented E Commerce**	9Hrs		
	E-Retailing: Traditional retailing and e retailing, Benefits of e retailing, Key success factors, Models of e retailing, Features of e retailing. E services: Categories of e-services, Web-enabled services, matchmaking services, Information-selling on the web, e entertainment, Auctions and other specialized services. Business to Business Electronic Commerce	9	PPT, Illustrations	CIA
Unit-III	**Electronic Data Interchange**	9Hrs		
	Benefits of EDI, EDI technology, EDI standards, EDI communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System: Study and examine the use of Electronic Payment system and the protocols used, Study Electronic Fund Transfer and secure electronic transaction protocol for credit card payment. Digital economy: Identify the methods of payments on the net – Electronic Cash, Cheques and Credit cards on the Internet.	9	PPT, Illustrations	Q & A, Assignments
Unit-IV	**Security in E Commerce**	9Hrs		
	Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server.	9	PPT, Illustrations	Q & A, Assignments
Unit-V	**Issues in E Commerce**	9Hrs		
	Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Analyzing Ethical Dilemmas, Candidate Ethical principles Privacy and Information	9	PPT, Illustrations	Q & A, Assignments

	Rights: Information collected at E-Commerce Websites, The Concept of Privacy, Legal protections Intellectual Property Rights: Types of Intellectual Property protection, Governance.			

Reference Books:

1. Elias. M. Awad, " Electronic Commerce", Prentice-Hall of India Pvt Ltd.
2. Ravi Kalakota, Andrew B. Whinston, "Electronic Commerce-A Manager's guide", Addison-Wesley.
3. Efraim Turban, Jae Lee, David King, H. Michael Chung, "Electronic Commerce–A Managerial Perspective", Addison-Wesley.
4. Elias M Award, "Electronic Commerce from Vision to Fulfilment", 3rd Edition, PHI,
5. Judy Strauss, Adel El-Ansary, Raymond Frost, "E-Marketing", 3RDEdition, Pearson Education.

Prepared by: Department