SHYAMA PRASAD MUKHERJI COLLEGE TEACHING PLAN

Course and Year: B. Com (H) Second Year Semester: III

Taught individually or shared: Individually Paper: BCH 3.5(a) E-COMMERCE

Faculty: Mr Mukul Khanna (Commerce)

**Course Objective**

To enhance skills for effective and contemporary applications of E-commerce.

**Course Learning Outcomes**

After completing the course, the student shall be able to:

CO1: understand the basics of E-commerce, current and emerging business models.

CO2: familarize with basic business operations such as sales, marketing, HR etc. on the web.

CO3: enhance the students' skills for designing and developing website.

CO4: identify the emerging modes of e-payment.

C05: understand the importance of security, privacy, ethical and legal issues of e-commerce.

# Programme Learning Outcome

B.Com (Hons.) Programme aims to equip students with the knowledge, skills and attitude to meet the challenges of the modern-day business organizations. The curriculum of B.Com. (Hons.) degree provides a carefully selected subject combination of Accounting, Economics, Finance, Management, Tax, Marketing and Law etc. The programme aims to nurture the students in intellectual, personal, interpersonal and social skills with a focus on Holistic Education and development to make informed and ethical decisions and equips graduates with the skills required to lead management position. This programme brings out reflective and scientific thinking in the students which makes them inquisitive and curious to get deep insights of the business world and tackle the complex situations with much knowledge and wisdom.

# No. of Classes (per week)

|  |  |  |  |
| --- | --- | --- | --- |
| **Faculty Name** | **Section** | **Lectures** | **Practical** |
| Mr. Mukul Khanna | A+B | 3 | 2 |

**SYLLABUS:**

## Unit I: Introduction to E- Commerce

Concepts and significance of E-commerce, driving forces of E-commerce. E-commerce business models - key elements of a business model and categories. Mechanism Dynamics of World Wide Web and internet- evolution and features; Design and launch of E-commerce website - decisions regarding Selection of hardware and software; Outsourcing vs in house development of a website.

## Unit II: Online Business Transactions

Rationale of transacting online, E-commerce applications in various industries (banking, insurance, payment of utility bills and others), e-marketing, e-tailing, online services, e-auctions, online portal, online learning, e-publishing and e-entertainment, online shopping

## Unit III: Website Designing

Introduction to HTML tags and attributes: Text formatting, fonts, hypertext links, tables, images, lists, forms, cascading style sheets**.**

## Unit IV: E-payment System

## E-payment Methods- Debit card, Credit card, Smart cards, E-Money, E-Wallets; Digital signatures- procedures and legal position; Payment gateways; Online banking- concepts, importance; Electronic fund transfer; Automated Clearing House. Automated Ledger Posting.Emerging modes and systems of E-payment (MPaisa, PayPal and other digital currency).E- payments risks.

## Unit V: Security and Legal Aspects of E-commerce

E-commerce security – meaning and issues. Security threats in the E-commerce environment- security intrusions and breaches, attacking methods like hacking, sniffing, cyber-vandalism etc.; Technology solutions- encryption, security channels of communication, protecting networks, servers and clients. Information Technology Act 2000- provisions related to offences, secure electronic records, digital signatures, penalties and adjudication.

# ICT tools used for Teaching:

1. Digital Pad is used for writing notes on Microsoft Whiteboard.
2. Topics are conducted with the help of PowerPoint Presentations.
3. Laptops were used for conducting HTML practical classes.

# Internal Assessment:

For Internal Assessment a test and an assignment will be given to the students from the topics covered in the class.

Practical Assessment of HTML will be conducted using laptops and viva will be taken.

# ICT tools used for Teaching:

1. Digital Pad is used for writing notes on Microsoft Whiteboard.
2. Topics are conducted with the help of Power Point Presentations.
3. Laptops were used for conducting HTML practical classes.

# Internal Assessment:

For Internal Assessment a test and an assignment will be given to the students from the topics covered in the class.

Practical Assessment of HTML will be conducted using laptops and viva will be taken.

# Reference Books

1. E-Commerce book by Shivani Arora
2. E-Commerce book by Dr. Sushila Madan

# Suggested Readings:

* + Agarwal, Kamlesh N., Lal, Amit and Agarwal, Deeksha. “Business on the Net: An Introduction to the what’s and how’s of E-commerce.” Macmillan India Ltd.
  + Bajaj KK, Debjani Nag E-Commerce. Tata McGraw Hill Company New Delhi.
  + Chhabra, T.N., Jain, Hem Chand, Jain, Aruna. “An Introduction to HTML” Dhanpat Rai & Co
  + Dietel, Harvey M., Dietel, Paul J., and Steinbuhler Kate. E- Business and E- commerce for Managers. Pearson Education.
  + Diwan, Parag and Sharma, Sunil Electronic commerce- A manager’s Guide to E- Business. Vanity Books International, Delhi.
  + Elias M. Awad Electronic Commerce from vision to fulfilment, Third Edition. PHI

publications.

* + Turban, E., et.al. Electronic commerce: A Managerial perspective. Pearson Education

Asia.

# Number of Lectures and Practicals required to complete the units and the Teaching Schedule

|  |  |  |  |
| --- | --- | --- | --- |
| **UNIT** | **TEACHING**  **SCHEDULE** | **Practical** | **Tentative Date of Completion** |
| **I: Introduction to E- Commerce** | **14 lectures** |  | **Mid-September** |
| **II: Online business Transaction** | **15 lectures** |  | **Late September** |
| **III: Website Designing** | **12 Lecture** | **30 Lecture in Lab** | **Mid October** |
| **IV: E-Payment System** | **14 lectures** |  | **Mid November** |
| **V: Security and Legal Aspects of E-Commerce** | **15 lectures** |  | **First week of December** |

**Methodology of Teaching:** E-Lectures, Power Point Presentations, Assignments on important questions, revise and review, Practice questions were given to students.

# Tentative date of assessments/ assignments (time frame):

1. **Tests**: Last week of September
2. **Assignments**: Second week of October.
3. **Practical:** Last week of November.

# Criteria of Assessment:

As prescribed by the University, Test for Internal Assessment and Practical of HTML will be conducted using laptops.