

**ST. JOSEPH'S COLLEGE, HASSAN**  
(Affiliated to the University of Mysore)

**LESSON PLAN 2018-2019 (Even Semester)**  
**Subject: E- Commerce**

**Prepared by:**  
**Jenisia Fathima Lasrado**

**Objectives of the Subject:** *To enlighten the students about the various concepts of E Commerce, M Commerce and the various electronic payments methods.*

**MODULE WISE LESSON PLAN**

<b>UNIT/ SESSION/ HOURS (TIME REQUIRED)</b>	<b>TOPICS FOR STUDENT PREPARATION (INPUT)</b>	<b>PROCEDURE (PROCESS)</b>	<b>LEARNING OUTCOME (OUTPUT)</b>	<b>ASSESSMENT</b>
<b>MODULE 1:</b> Introduction to electronic commerce <b>10 Hr.</b>	Introduction to E Commerce, Main activities of E Commerce, Goals of E Commerce, Technical components of E Commerce, Functions of E Commerce, Pros and Cons of E Commerce, Scope of E Commerce, E Commerce applications – C2C, G2G, B2G, B2P, B2A, P2P, B2A, C2A, B2B, B2C	Power point presentation, Lecture, Group discussion, Illustrations	Students will be introduced to the world of E Commerce and would be given detailed information of the various e commerce applications.	Assignment, Class test, Viva, MCQ
1 <sup>st</sup> CIA				
<b>MODULE 2:</b> Application of E-Commerce <b>10 Hrs.</b>	Application of electronic commerce, application of E Commerce in direct marketing and selling, Value chain integration, supply chain management, corporate purchasing, obstacles in adopting E Commerce applications, future of E Commerce	Power point presentation, Lecture, Group discussion, Illustrations	Students will understand how E Commerce is applied in various fields and what will be the future of E Commerce	Assignment, Class test, Viva, MCQ
<b>MODULE 3:</b> Business models for e commerce <b>10 Hrs.</b>	Business models for E Commerce – Brokerage model, Community model, Value chain model, Manufacturer	Power point presentation, Lecture, Group discussion,	The various models of E Commerce are made known to the	Assignment, Class test, Viva, MCQ

	model, Advertising model, Subscription model	Illustrations	students.	
2 <sup>nd</sup> CIA				
<b>MODULE 4:</b> Introduction to Mobile Commerce <b>10 Hrs.</b>	Introduction to mobile commerce, infrastructure of M Commerce, Types of mobile commerce services, Technologies of wireless business, benefits and limitations, support, Mobile marketing and advertisement, Non internet applications in M Commerce, Wireless/Wired commerce comparisons.	Power point presentation, Lecture, Group discussion, Illustrations		Assignment, Class test, Viva, MCQ
<b>MODULE 5:</b> Electronic Payment System <b>10 Hrs.</b>	Introduction to electronic payment systems, Types of electronic payments systems, Traditional payment, Value exchange system, Credit card system, Electronic fund transfer, NEFT, Paperless bill, Modern payment cash, Electronic cash.	Power point presentation, Lecture, Group discussion, Illustrations	Students will be able to know and understand the various types of electronic payments systems.	Assignment, Class test, Viva, MCQ

## HOUR WISE LESSON PLAN

**Subject: E-Commerce**

**Lecture Hours: 50 Hrs.**

<b>Sl. No.</b>	<b>Unit &amp; Objectives</b>	<b>No. of LH</b>	<b>Methodology/ Instructional Techniques</b>	<b>Evaluation</b>
<b>Module 1.</b>	<b>INTRODUCTION TO ECOMMERCE</b>	<b>10</b>		<b>Question &amp; Answer, Tests</b>
1.	Introduction to E Commerce	1	Lecture and Illustrations.	
2.	Main activities of E Commerce	2	Lecture and Illustrations.	
3.	Scope and Goals of Ecommerce	2	Lecture and Illustrations.	
4.	Functions of E Commerce	1	Lecture and Illustrations.	
5.	Technical components of E	1	Lecture and	

	Commerce		Illustrations.	
6	E Commerce applications	3	Lecture and Illustrations.	
1 <sup>st</sup> CIA				
<b>Module 2.</b>	<b>APPLICATION OF ECOMMERCE</b>	<b>10</b>		<b>Question &amp; Answer, Tests</b>
1.	Application in direct marketing and selling, value chain integration and supply chain management	4	Lecture and Illustrations.	
2.	Corporate purchasing	2	Lecture and Illustrations.	
3.	Obstacles in adopting Ecommerce	2	Lecture and Illustrations.	
4.	Future of Ecommerce	2	Lecture and Illustrations.	
<b>Module 3.</b>	<b>BUSINESS MODELS FOR ECOMMERCE</b>	<b>10</b>		<b>Question &amp; Answer, Tests</b>
1.	Brokerage model	2	Lecture and Illustrations.	
2.	Community Model	2	Lecture and Illustrations.	
3.	Value Chain Model	2	Lecture and Illustrations.	
4.	Manufacture Model	2	Lecture and Illustrations.	
5.	Advertising Model	1	Lecture and Illustrations.	
6.	Subscription Model	1	Lecture and Illustrations.	
2 <sup>nd</sup> CIA				
<b>Module 4.</b>	<b>INTRODUCTION TO MCOMMERCE</b>	<b>10</b>		<b>Question &amp; Answer, Tests</b>
1.	Infrastructure of M Commerce	2	Lecture and Illustrations.	
2.	Types of M Commerce Service	2	Lecture and Illustrations.	
3.	Technologies of Wireless Business	2	Lecture and Illustrations.	
4.	Mobile marketing and advertisement	2	Lecture and Illustrations.	
5.	Non Internet Applications in M Commerce	2	Lecture and Illustrations.	
<b>Module 5.</b>	<b>Electronic Payment System</b>	<b>10</b>		<b>Question &amp; Answer, Tests</b>
1.	Introduction	2	Lecture and Illustrations.	
2.	Types of electronic payment system	2	Lecture and Illustrations.	
3.	Payment Types	2	Lecture and	

			Illustrations.	
4.	Electronic Fund Transfer	4	Lecture and Illustrations.	

**References:**

**1. Electronic commerce –G Vedamurthy**

**2. E Commerce fundamentals and applications - Chand**