



Bharati College
(University of Delhi)
Janak Puri, Delhi- 100058
www.bharaticollege.du.ac.in

Lesson Plan (SEC, Semester IV)

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| Name of Teacher | DEEPIKA DEWAN | Department | _COMMERCE |
| Course | B COM | Semester | IV |
| Paper | E-COMMERCE | Academic Year | 2023-24 |
| Learning Objectives | | | |
| To enable the students to become competent to understand the mechanism for excelling in ecommerce based employments and self-employment opportunities. | | | |
| Learning Outcomes | | | |
| <ul style="list-style-type: none">• Understand the basics of E-commerce, current and emerging business models.• Familiarize with basic business operations such as sales, marketing, HR etc. on the web.• Enhance the students' skills for designing and developing website.• Identify the emerging modes of e-payment.• Understand the importance of security, privacy, ethical and legal issues of ecommerce | | | |
| Lesson Plan | | | |
| Week No. | Theme/Curriculum | Any Additional Information | |
| Week-1 | Unit I: Introduction to E- Commerce | Scope of E- commerce, E -commerce Based Activities, Technical Components of Ecommerce, | |
| Week-2 | Unit I: Introduction to E- Commerce | E -commerce Applications, Frame Work of E -commerce, Supply Chain Management, | |

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| Week-3 | Unit I: Introduction to E- Commerce | E- commerce and E- Business, M-commerce, Pure Online V/S Brick and Click business. |
| Week-4 | Unit II: : Planning online business | Nature and dynamics of Internet ,electronic business models |
| Week-5 | Unit II: : Planning online business | B2B, B2C, C2C, C2B, B2G, website designing, |
| Week-6 | Unit II: : Planning online business | assessing requirement for an online business, designing, developing and deploying the system. |
| Week-7 | Unit III: Technology for online business | Internet and its evolution, intranet and extranet, IT infrastructure, middleware, domain names, contents: |
| Week-8 | Unit III: Technology for online business | integrating e -business application, components of internet Information technology structure |
| Week-9 | Unit IV : Operations of E- commerce (3 Hours) | Online payment mechanism, electronic payment system, payment gateways, |
| Week-10 | Unit IV: E-payment System (3 Hours) | visitors to websites, tools for promoting websites, risk management options for e- payment systems. |
| Week-11 | Unit V: Security and Legal Aspects of E-commerce (3 Hours) | Threats in E-commerce, security of clients and service provider |
| Week-12 | Unit V: Security and Legal Aspects of E-commerce (3 Hours) | , cyber laws-relevant provisions of Information Technology Act 2000: |
| Week-13 | Unit V: Security and Legal Aspects of E-commerce (3 Hours) | offences, secure electronic records and digital signatures, penalties, adjudication |

References

Agarwala, Kamlesh N., Lal, Amit and Agarwala, Deeksha. "Business on the Net: An Introduction to the whats and hows 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 Ecommerce for Managers. Pearson Education.
- Diwan, Parag and Sharma, Sunil Electronic commerce- A manager's Guide to EBusiness. Vanity Books International, Delhi.

- Elias M. Awad Electronic Commerce from vision to fulfillment, Third Edition. PHI publications.
- Turban, E., et.al. Electronic commerce: A Managerial perspective. Pearson Education Asia.

Additional Resources

- Information Technology Act 2000
- Kumar A. Cyber Laws. Book Age Publications, New Delhi

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| Online Resources (If Any) | |
| Assignment and Class Test Schedule for Semester | Link the assignment and Test (optional) |

