

D. Syllabus Detailing and Learning objectives

Module	Chapter	Detailed Content	Syllabus Detailing	Learning Objectives
Module 1	Chapter 1 Ecommerce:- Introduction to E Commerce (Hours -4)	Definition of E commerce, different types of e-commerce, Examples of e-commerce, Advantages and disadvantages of e-commerce, Traditional commerce Vs E commerce	Purpose: To make students understand e-commerce concept in detail	1. Define E Commerce(R) 2. Understand trade cycle(U) 3. Distinguish Between various types of E commerce (A) 4. Analyze various examples of E commerce(AN) 5. Evaluate traditional commerce and E commerce.(E)
			Scope – 1. Academic Aspects- Understanding e-commerce, transactions, advantages and disadvantages of e-commerce 2. Technology Aspect- Understand e-commerce portals, website. 3. Application Aspect- Application of portals IT industries Students Evaluation – 1. Theory Questions to be asked on E-commerce, major e-commerce issues. 2. Lab experiments can be conducted for case study on E-commerce websites 3. Corresponding viva questions can be asked for E-commerce models	
Module 2	Chapter 2 Overview of Hardware and software technologies for E-Commerce (Hours -6)	Client side programming (Dreamweaver), Server side programming (PHP), Database connectivity, session tracking, middleware technologies from e-commerce perspective and security	Purpose- This chapter is focused on different Client side programming and Server side programming	1. List various concepts in client side programming and server side programming.(R) 2. Describe database connectivity(U) 3. Distinguish various session tracking techniques(AN) 4. Identify middleware technologies from E
			Scope – 1. Academic Aspects- What are these security aspects wrt to e-commerce, . 2. Technology Aspect- middleware technologies from e-commerce 3. Application Aspect- Students should understand how the Database connectivity, session tracking is done.	



		aspects wrt to e-commerce, integration of web services.	Students Evaluation – 1. Major task in designing front page of e-commerce portal for give problem definition. 2. Student must explained about form validation.	commerce perspectives and security aspects wrt e-commerce (AN) 5. Explain Web services. (E) 6. Develop E-commerce website with the integration of web services (C)
Module 3	Chapter 3 - Payment System for e-commerce (Hours -8)	Traditional payment model , Characteristics of payment system, SET Protocol for credit card payment, E-cash, E-check, smart cards	Purpose – This chapter is focused on payment models like traditional and online. In this chapter the SET Protocol for credit card have to be studied. Along with this Characteristics of payment system have to be studied. Scope – 1. Academic Aspects- Student will study the different payment models 2. Technology Aspect- Classification between various payment techniques like credit card, debit card, smart card, e-cash, e-check. 3. Application Aspect- SET Protocol for credit card payment Student Evaluation - 1. List the various payment models 2. Students can be asked to implement any process of payment model in laboratory 3. Students should explain the SET Protocol for credit card payment.	1. List various traditional payment model (R) 2. Describe characteristics of payment system (U) 3. Distinguish E-cash, E-check, smart card (AN) 4. Identify different versions of E-check (AN) 5. Explain SET protocol for credit card payment (E)
Module 4	Chapter 4 E-Marketing	Value chain , Working of – market ,	Purpose – This chapter is focused on different Strategies for marketing	1. Define value chain (R)



	Strategies (Hours -8)	Transactions at e – market , Strategies formarketing forsellingon the web – Advertisingsupported , advertisingsubscription mixed model , fee fortransaction model Sales and Promotions Strategies for Purchasing and support	Scope – 1. Academic Aspects- To study Value chain 2. Technology Aspect- Implementing, Strategiesformarketing and apply on real time data set. 3. Application Aspect- Web portals designed for e commerce the Strategies formarketing forsellingon the web can be implemented. Student Evaluation - 1. Listing the various Strategies formarketing 2. Comparison of Advertisingsupported , advertisingsubscription mixed model 3. Implementing Strategies on designed web portal in Laboratory using different Client sideprogrammingand Server sideprogramming	2. Describe working of E market(U) 3. Summarize strategies for marketing for selling on the web(U) 4. IllustrateAdvertisingsupported model , advertisingsubscription mixed model , fee fortransaction model (A) 5.Integrate Sales and Promotions Strategies for Purchasing and support activities (AN)
Module 5	Chapter 5 E-business: Introduction to E-business (Hours -4)	Definition ofE business, Characteristics , elements of e- business , e- business roles, Impact of e-business , challenges ofe- business	Purpose – In this chapter e-Business is discussed.Characteristics of e business, elements of E business is explained along with e- business roles. Scope – 1. Academic Aspects- Definition ofe-business 2. Technology Aspect- To understand Impact of e- business 3. Application Aspect- challenges ofe-business and to be implemented in real time	1. Define E Business and structure of E- business(R) 2. Describe(U)characteristics of e- business and list the elements of E- business 3. Distinguish Between E business and E commerce (A) 4. Analyze the impact of E- business(AN) 5. Evaluate different types of E- business models.(E)

		,differencebetweene-business , e commerce	Student Evaluation – 1. Students learns about thebusiness roles 2. Students learn with pictorial view differencebetweene-business, e- commerce 3. Student should know Characteristics ,elements of e-Business.	6. Develop the E- business model with the help of e business development stages.
	Chapter 6 Developing E- business models (Hours -3)	E-business structure, Evolution of e – business and its stages , E– business models , Characteristics ofInternet based softwareandebusiness solutions	Purpose – In this chapter E-business structureis discussed Scope – 1. Academic Aspects- Definition ofe-business 2. Technology Aspect- To understand e– business models 3. Application Aspect- Characteristics ofInternet based softwareande-business solutions Student Evaluation – 1. Students learns about the e-business structure 2. Students learn concept of e –business and its stages 3. Student should knowe-business solutions	
Module 6	Chapter 7 E-business strategies (Hours -4)	Strategic planningprocess, SCM , CRM , ERP,procurement	Purpose – This chapter focuses on Strategic planningprocess of E business. Scope – 1. Academic Aspects-Explain SCM , CRM , ERP 2. Technology Aspect- Strategic planningcan used and apply on various market application. 3. Application Aspect- Describe strategic planning process Student Evaluation – 1. Theory and viva questions for SCM,CRM , ERP. 2. Use of Strategic planningprocess, 3. Develop a E-business web site.	1 Define E business strategy(R) 2. Describe strategic planning process (U) 3. Explain SCM, CRM,ERP and procurement(U) 4 Illustrate steps involved in web site development(A) 5. Integrate e- business and web site development solutions (AN) 6. Design and Develop the E business web site.(E & C)



	Chapter 8 Design and Development of an E-business website (Hours -4)	a) Building an e-commerce website. :- SDLC , system design , Issues involved in designing a website, Prerequisites required for designing in-house website, steps involved in web site development , e-business and web site development solutions , security issues involved and analyzing website traffic---Case study b) Analysis and design – (Workflow management , process modeling, data modeling), UI design , use case design , information architecture, security concerns	Purpose – In this chapter student have to study Building an e-commerce website. Scope – 1. Academic Aspects- Definition of SDLC. 2. Technology Aspect- What are Issues involved in designing a website 3. Application Aspect- E- commerce website for health care, agricultural production, forest management, shopping portal Student Evaluation – 1. E- business and web site development solutions 2. Technology involved e- business and web site development solutions 3. Challenges in security concerns	