



TCET
DEPARTMENT OF INFORMATION TECHNOLOGY (IT)
 Credit Based Grading Scheme (Revised - 2012) - University of Mumbai
CBGS-2012(R)



TCET/FRM/IP-02/09

Semester: VII

Subject: ITC- 7053: E commerce and E Business

Semester Plan
(Theory)

Revision: A
Course: IT

Class: BE IT -B

Sr.No.	Prerequisite/ Bridge course:	Duration (Week /Hrs)	Modes of Learning	Recommended Sources
1	Internet Technologies, Internet Security, Middleware technologies, web services	2 hours	Self Learning/ Revision	Textbooks: 1. "Web Technologies: Black Book", Dreamtech publication 2. Computer Security Principles and Practice, by William Stallings, Pearson Education.

Class Room Teaching

Sr.No.	Module No.	Lesson No	Topics Planned (Technology to be used)	Teaching Aids Required	Planned /Completion Date	Text Book/Resource Book Reference	Remarks
1	Module 1	L1.1	SOP-Theory, Introduction to E commerce	Power point presentation, Chalk & Board	10/7/2017	TB:1 RB:1.6.1	
2	Module 1	L1.1	SOP of ECEB-OBE	Power point presentation, Chalk & Board	12/7/2017	TB:1 RB:1.6.2	
3	Module 3	L3.1	Traditional payment model	Power point presentation, Chalk & Board	17/7/2017	TB:2 RB:3.6.1	
4	Module 3	L3.2	Characteristics of payment system,	Power point presentation, Chalk & Board	19/7/2017	TB:2 RB:3.6.1	
5	Module 3	L3.3	SET Protocol for credit card payment	Power point presentation, Chalk & Board	25/7/2017	TB:2 RB:3.6.2	
6	Module 3	L3.4	SET Protocol for credit card payment	Power point presentation, Chalk & Board	28/7/2017	TB:2 RB:3.6.2	
7	Module 3	L3.5	SET Protocol for credit card payment	Power point presentation, Chalk & Board	1/8/2017	TB:2 RB:3.6.2	
8	Module 3	L3.6	E-cash,	Power point presentation, Chalk & Board	4/8/2017	TB:2 RB:3.6.6	
9	Module 3	L3.7	E-check	Power point presentation, Chalk & Board	8/8/2017	TB:2 RB:3.6.7	
10	Module 3	L3.8	Smart cards	Power point presentation, Chalk & Board	11/8/2017	TB:2 RB:3.6.8	
11	Module 4	L4.1	Value chain	Power point presentation, Chalk & Board	18/8/2017	TB:3 RB:4.6.1	

12	Module 4	L4.2	Working of e – market	Power point presentation, Chalk & Board	19/8/2017	TB:3 RB:4.6.2	
13	Module 4	L4.3	Transactions at e– market	Power point presentation, Chalk & Board	1/9/2017	TB:3 RB:4.6.3	
14	Module 4	L4.5	Strategies for marketing for selling on the web	Power point presentation, Chalk & Board	8/9/2017	TB:3 RB:4.6.3	
15	Module 4	L4.6	Advertising supported, advertising subscription mixed model,fee for transaction model	Power point presentation, Chalk & Board	12/9/2017	TB:3 RB:4.6.4	
16	Module 4	L4.8	Sales and Promotions Strategies for Purchasing and support	Power point presentation, Chalk & Board	15/9/2017	TB:3 RB:4.6.5	
17	Module 5	L5.1	Definition of e business,Characteristics ,	Power point presentation, Chalk & Board	19/9/2017	TB:4 RB:5.6.1	
18	Module 5	L5.2	Elements of e business	Power point presentation, Chalk & Board	22/9/2017	TB:4 RB:5.6.2	
19	Module 5	L5.3	Ebusiness roles Impact of ebusiness,challenges of e business	Power point presentation, Chalk & Board	26/9/2017	TB:4 RB:5.6.3	
20	Module 5	L5.4	Difference between e business,e commerce	Power point presentation, Chalk & Board	29/9/2017	TB:4 RB:5.6.3	
21	Module 5	L5.5	E- business structure	Power point presentation, Chalk & Board	3/10/2017	TB:4 RB:5.6.3	
22	Module 5	L5.6	Evolution of e- business and its stages	Power point presentation, Chalk & Board	6/10/2017	TB:4 RB:5.6.3	
23	Module 5	L5.8	Characteristics of Internet based software and e business solutions,E – business models	Power point presentation, Chalk & Board	7/10/2017	TB:4 RB:5.6.6	
24			Revision / Dought clearing Session	Power point presentation, Chalk & Board	13/10/2017		
Remark:		Syllabus Coverage:		Practice Session: 2		Content Beyond Syllabus: M commerce	
Course:							
No. of (lectures planned)/(lecture taken): 24							

Advanced course: E Business	20 Hours	Online NPTEL course with Hands on	Web sources: 1. https://onlinecourses.nptel.ac.in/noc17_mg22/preview Textbook reference: 1. E –business and E – commerce Management , Dave Chaffey , Pearson , 3rd edition
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Text Books:

1. E-Commerce Fundamentals and application (Henry Chan) Wiley publication
2. Electronics Commerce (Gary Schneider)
3. E – Business , Parag Kulkarni , Sunita Jahirabadkar, Pradip Chande
4. E –business and E – commerce Management , Dave Chaffey , Pearson , 3rd edition

Reference Books:

Digital Reference:

1. www.nptel.ac.in
2. <http://searchcio.techtarget.com/definition/e-commerce>

SD/-

Dr.Bijith Marakarkandy

Name & Signature of Faculty

Date:

SD/-

Signature of HOD

Date:

SD/-

Signature of Principal/Dean (Academics)

Date:

Note:

1. Plan date and completion date should be in compliance
2. Courses are required to be taught with emphasis on resource book, course file, text books, reference books, digital references etc.
3. Planning is to be done for 15 weeks where 1st week will be AOP, 2nd -13th for effective teaching and 14th -15th week for effective university examination oriented teaching, mock practice session and semester consolidation.
4. According to university syllabus where lecture of 4 hrs/per week is mentioned minimum 55 hrs and in case of 3 lectures per week minimum 45 lectures are to be engaged are required to be engaged during the semester and therefore accordingly semester planning for delivery of theory lectures shall be planned.
5. In order to improve score in NBA, faculty members are also required to focus course teaching beyond university prescribed syllabus and measuring the outcomes w.r.t learning course and programme objectives.
6. Text books and reference books are available in syllabus. Here only additional references w.r.t. non –digital/ digital sources can be written (if applicable)
7. Technology to be used in class room during lecture shall be written below the topic planned within the bracket.