

**SWARNANDHRA
COLLEGE OF ENGINEERING AND TECHNOLOGY
(AUTONOMOUS)
SEETHARAMPURAM, NARSAPUR-534280, WG- DT, AP
DEPARTMENT OF MASTER OF COMPUTER APPLICATIONS**

TEACHING PLAN

Course Code	Course Title	Year / Sem	Branch	Contact Hr/ week	Academic Year
20MC3TE4	E-COMMERCE	II/III	MCA	5	2020-21

Course Objectives:

1. Identify the major categories and trends of e-commerce applications.
2. Identify the essential processes of an e-commerce system.
3. Identify several factors and web store requirements needed to succeed in e-commerce.
4. Discuss the benefits and trade-offs of various e-commerce clicks and bricks alternatives.
5. Understand the main technologies behind e-commerce systems and how these technologies interact.
6. Discuss the various marketing strategies for an online business.
7. Define various electronic payment types and associated security risks and the ways to protect against them.

Course Outcomes (COs): At the end of the course, student will be able to

1. Understand E-Commerce frame work
2. Design E Payment Systems
3. Implementation of Inter Organizational commerce
4. Design and Development of E-Commerce
5. Identify and analyze consumer needs

Week NO	Outcomes	Blooms Level	TOPIC/ACTIVITY		Text Books	Contact hours	Delivery Method
1 2 3	Understand E-Commerce frame work	K2	Unit I				
			1.1	Electronic Commerce	T1	1	Chalk & Board PPT Presentation
			1.2	Frame Work	T1	1	
			1.3	Anatomy of E-Commerce Applications	T1	1	
			1.4	E-Commerce Consumer Applications	T1	1	

			1.5	E-Commerce organization applications	T1	2			
			1.6	Consumer Oriented Electronic Commerce	T1	2			
			1.7	Mercantile Process Models	T1	1			
			Unit II						
4 5 6	Design E Payment Systems	K4	2.1	Electronic Payment Systems	T1	1	Chalk & Board PPT Presentation		
			2.2	Digital Token-Based	T1	3			
			2.3	Smart Cards	T1	1			
			2.4	Credit Cards	T1	2			
			2.5	Risks in Electronic Payment systems	T1	1			
			2.6	Designing Electronic Payment Systems	T1	2			
			Unit III						
7 8 9	Implementa- tion of Inter Organiza- tional commerce	K4	3.1	Inter Organizational Commerce - EDI	T1	2	Chalk & Board		
			3.2	EDI Implementation	T1	2			
			3.3	Value added networks	T1	1			
			3.4	Intra Organizational Commerce - work Flow	T1	2			
					MID EXAM- I				
					3.5	Automation Customization	T1	1	Chalk & Board
					3.6	Internal Commerce	T1	1	
					3.7	Supply chain Management	T1	2	
			Unit IV						
10 11 12	Design and Development of E-Commerce	K4	4.1	Corporate Digital Library	T1	2	Chalk & Board PPT Presentation		
			4.2	Document Library	T1	1			
			4.3	Digital Document types	T1	1			
			4.4	Corporate Data Warehouses	T1	2			
			4.5	Advertising	T1	2			
			4.6	Marketing	T1	1			
			4.7	Information based marketing	T1	1			
			4.8	Advertising on Internet	T1	2			
			4.9	On-line marketing process	T1	1			
			4.10	Market research	T1	1			

		Unit V					
13 14	Identify and analyze consumer needs	K3	5.1	Consumer Search	T1	1	Chalk & Board PPT Presentation
			5.2	Resource Discovery	T1	2	
			5.3	Information Search	T1	1	
			5.4	Retrieval	T1	1	
			5.5	Commerce Catalogues	T1	3	
			5.6	Information Filtering	T1	2	
			5.7	Multimedia - key multimedia concepts	T1	2	
			5.8	Digital Video and electronic Commerce	T1	2	
			5.9	Desktop Video Processing	T1	1	
			5.10	Desktop video conferencing	T1	1	
MID EXAM -II							
TOTAL CLASSES- 60							

Recommended Text Book for Reading:

1. Whinston, Frontiers of Electronic Commerce, Kalakata, PEA, 2006.

REFERENCE BOOKS:

1. Hendry Chan, Raymond Lee, Dillon, Chang, E-Commerce Fundamentals and Applications, John Wiley, 2001.
2. Turban E, Lee J, King, Chung H.M, E-Commerce, A Managerial Perspective, PEA, 2001.
3. P.T. Joseph, E-Commerce An Indian Perspective , 3/e, PHI,2009.
4. S. Jaiswal, E-Commerce, Galgotia, 2003.
5. Gary P. Schneider, Electronic Commerce, 4/e, Thomson, 2011.

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